

# SEARS, ROEBUCK AND CO.



*Spring and Summer*  
*1941*

CHICAGO

SATISFACTION GUARANTEED  
OR YOUR MONEY REFUNDED





THE GEES: HERMAN, DONNIE, SONNY, GLORIA, MARILYN, BERNICE



THE BOLLINGERS: JEAN, ELAINE, SUSAN, ALLEN, OTTO



# THESE ARE THE PEOPLE WHO BUY FROM SEARS

**B**y and large, Americans are pretty friendly folks. Most of us can slip next door and borrow a cup of sugar or ask the neighbors down the road to help out when one of the children is ill

But how well do we know those other "families next door"—the ten million families who also buy from Sears, Roebuck and Co.? What do they look like, talk about, believe in? How do they live? What are their aspirations? How do they spend their money?

We wanted you to know them better. So we set out with photographers and equipment to visit two good Sears families—the Bollingers who live in town, and the Gees, sturdy representative farmers. For weeks we lived with them, shared their experiences, saw in ways large and small how Sears helped solve their every-day problems

One evening, when supper was over and chores were done, Herman Gee told us how much he thought of our guarantee, though they hadn't returned an article he knew of during the last three years. And Bernice Gee, his wife, looked up from her mending to say how much easier our Store-Dor tabs had made her shopping

We sat in the Bollinger living room, and heard them tell how they budgeted their spending with the help of our Easy Terms. Bud Bollinger pointed to the Silvertone. It was a better radio, he said, than they could have afforded any other way

Here, certainly—in these two families—is a good cross-section of America. Visit them on the pages following. You'll see yourself in pictures. For the Gees and Bollingers *are all of us*.

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**We guarantee** to save you money. We guarantee to satisfy you. We guarantee that every article in this catalog is honestly described and illustrated. We guarantee that any article purchased from us will give you the service you have a right to expect. If for any reason whatever you are not satisfied with any article purchased from us, we want you to return it to us at our expense. We will then exchange it for exactly what you want or refund your money, including any transportation charges you have paid.

*Sears Easy Terms apply to everything we sell. See Inside Back Cover ...Sears exclusive "Store-dor" Index Tabs make shopping easy ... For complete index and information, turn to How to Order, Index "Store-dor"*





## FOR THREE GENERATIONS WE'VE SERVED FARM FAMILIES LIKE THE GEES

**J**UST a mile and a half from the four-lane highway, on a newly concreted stretch of road, you'll find an ageless two-story white frame house. Around it is a group of trim farm buildings, ample but not impressive. The name on the mail box will read HERMAN GEE. From the chimney, smoke curls into the summer sky and you know "the kettle's on". The cluster of trees to the north will do yeoman duty when the chill winds sweep down from Medicine Hat next winter. The fields, now green and gold, stretch 160 acres South and East and West. The brook down past the barn shimmers in light and shadow.

You can understand why the Gee Clan "comes home" of a Sunday. For this is where Grandfather George Gee brought his bride so many years ago. This is where the Gee children were born and where Herman, the youngest of them, brought his bride 12 years ago. It's "Herman's place"—but it's home to all the Gees.

We're glad that the Sears-Roebuck Catalog is a welcome guest there today as it has been for twenty-five years. And, glad that our Big Book has played its part in making life just a bit more enjoyable for the Gees—and the folks like them all over America.





A flock of Plymouth Rock hens (Sears brooder raised) and a little girl like Gloria to feed them would make a good magazine cover



Good cattle, good feed, and a good paint like Master-Mixed are an investment that pays dividends to any farmer, says Herman



You can't tell Sonny that all it takes to be a good musician is lots of practice—he's tried it



No tips go to the shoe shine boy who does his regular Saturday afternoon chore on the back door stoop at Herman Gee's house



"You were my queen in calico" might well have been written to young Gloria Gee, who takes her school days seriously—sometimes



It's five years since we got the order for Gee's harness, but you'd guess it was bought last season



Pride of the Gee farm is the Brown Swiss herd which Sonny guides home from the pasture at night. Butterfat production of two of his prize cattle is so great that Herman Gee recently turned down a tempting \$1,000 for the pair. And you'll agree \$1,000 isn't "chicken feed"



Tuesday's ironing is done in half the time, thanks to the high line and Bernice Gee's new Heatmaster



## THE GEES KNOW HOW TO STRETCH FARM INCOME, TOO



*What the well-dressed women are wearing—as shown by Mrs. Herman Gee, who confesses she always likes the clothes she buys a little better when Herman says he likes them, too*

Planning is second nature to the Gees. They run their farm that way—from the matter of crop rotation right on down to buying baby Marilyn's shoes. So it isn't surprising that they get the most out of every cent they have to spend.

Mrs. Gee is the family purchasing agent for everything except machinery and farm equipment. And her well-clothed family and comfortable home show how well she's done her job.

"You Sears people put your order blanks in the back of the book," she told us, "and maybe that's all right for most people. But for a long time I've been putting an order blank in front, so I can jot down things we're going to need as we think of them. That way, there's no last minute buying, having to drive to town and pay higher prices."

And it was a brand of common sense you'd expect from the thoroughly efficient, thrifty Mrs. Gee.



*Pretty nice to have a brother in the money, says Herman with a smile to George Gee, the banker member of the Gee family*



*Meet the champ, says Sonny, beaming over Billie's chances to collect a 4-H ribbon at the County Fair this Fall. We would, too!*



*Gloria's a strict school teacher any of her dolls will testify, but they do get a lot of holidays from their front porch classroom*



*"Be it ever so humble, there's no place like home" to the Gees, and to all home-loving Americans throughout the land*



*It strikes us this cook is doing an unusual amount of tasting, but then Sunday dinner is important and one can't be too careful*



*Herman scratched his head about putting in Sears plumbing—until he read that we would lend him all the tools to do the job*





Take a shipment of Sears Cross Country Fencing, add two fence builders like Herman and Sonny Gee—in Hercules overalls that don't know when to quit—and you've got years of protection for farmlands. Last fall Herman finished the "back forty"



Seconds for everybody! Five Gees and Rudy, the hired man, bring six healthy appetites to the dinner table



Over a foaming milk pail twice a day, young Sonny does his chores—handles himself like an oldtimer, too, Herman says



Do-re-mi-fa-sol-la-ti-do. Do-ti-la-sol-fa-mi-re-do.  
Do-re-mi-fa-sol-la-ti-do. Do-ti-la-sol-fa-mi-re-do.  
Do-re-mi-fa-sol-la-ti-do. Do-ti-la-sol-fa-mi-re-do



Last year Mrs. Gee put up 277 quarts of fruit, 160 quarts of vegetables, and 221 glasses of jelly. Good eating when the winter comes around!



# AND WE'RE REGULAR CALLERS IN HOMES OF CITY PEOPLE LIKE THE BOLLINGERS



**A**LONG about the time most of us are shutting off alarm clocks, Bud Bollinger pops out of a door at the mill marked **TIN SHOP**, punches a timeclock, and turns his 1936 Nash towards home, breakfast, and bed

There's a pay envelope in his pocket Tuesdays. Not such a fat one with four grown-ups in the family and a young fellow who makes a specialty of going through shoes. But it pays the bills, with something over, thanks to the careful management of Susan Bollinger

They dress well, these Bollingers in town. Many of their friends wonder how they do it on Bud's income. Now and then someone comes right out and asks, and Mrs.

Bollinger, with frankness born of gratitude, brings out our Big Book and lays it in their lap

She doesn't remember when she sent her first order in—it was so long ago. But she can tell you the names of one neighbor after another she's started buying from Sears-Roebuck by mail

We are glad that our catalog gives us daily opportunity to express our thanks, by providing at reasonable prices so many of the things that make life better. Mrs. Bollinger's friendship, and the similar experiences of thousands of American mothers like her, are about the best advertisement for Sears-Roebuck anyone could write.





Mrs. Bollinger admits that Bud's a pretty handy man to have around the house—and what's more, he gets a kick out of it, too!



"They're ball-bearings," says Allen with pride, "and I can go fast as the dickens. Wanna race?" No thanks, Allen, not today!



Susan Bollinger's both a good housekeeper, mother and citizen. For years she's been active in the P.T.A., now serves as treasurer



A little two-inch can of Master-Mixed, a little one-inch brush, and presto—Mrs. Bollinger has a new bookcase. (Cost: 25c.)



It looks as if there'll be another dance bid for Elaine to add to the collection on her bedroom wall by tomorrow morning



"Block that kick—block that kick!" shouts Calumet High School's cheering section, led by Cheerleader Elaine Bollinger (second from left) and her three pretty assistants. For the record, we're glad to say Calumet blocked it, too, and went on to win 12 to 0.



Fudge—you guessed it! Barbara, Eddie and Russ help Elaine mix up a batch on Sunday evening. Afterwards, they'll double-date



"Pretty hand?" asks Mrs. Warren. Contract Bridge is the Bollingers' favorite game, and the Warrens their favorite opponents





*Sunday morning and the Bollingers are homeward bound from church. Guess who's sporting a brand new suit of clothes?*



*Morning Glows on the line mark the end of a perfect day for Elaine. She loves to swim and just last Summer learned to dive*



*There'll be plenty of juice in the old bus when Bud hooks up that new Sears Cross Country battery that came today*

## THE BOLLINGERS EARN AN EXTRA \$128

**M**RS. Bollinger has a little black book, no bigger than 3 by 5 inches, that fits snugly into her purse (with the car keys, her compact, a hanky, some loose change, and her driver's license). She calls it "black magic". We thought, of course, it had something to do with tricks, and told her so

"You're right," she said, "it is a trick—the trick of earning money, real money, just by taking up the catalog in our spare time and reading it!"

"Years ago we discovered that the pages of the catalog are filled with ways to add to our income, if we take the time to look. Many of them represent small savings in themselves, yet over a year's time they make a tidy sum. Take motor oil, for example"

Mrs. Bollinger opened her black book. "Bud always paid 35c a quart. Last year he bought the same grade, 100% Pure Pennsylvania, from Sears Mail Order for 15<sup>3</sup>/<sub>4</sub>c—a saving of 19<sup>3</sup>/<sub>4</sub>c a quart. Roughly, he drove 10,000 miles and used 55 quarts of oil. There's \$10.67 he earned right there"

And the little book is filled with stories like it. There's a page for toothpaste, another for hosiery, underwear, Bud's shirts, Allen's shoes, and dozens more. Each purchase from Sears is duly recorded, together with the price the Bollingers would have had to pay for the same item elsewhere. "The catalog always makes good reading," says Mrs. Bollinger with a smile, "but it's twice the fun when you know you're getting paid for it!"



*Bud is a farmer—in a fifty-foot-lot sort of way, believes in good tools like Hercules and takes good care of them*



*Choc'late sodas—m-m-m-m! Perched on a drug store stool, Elaine models clothes selected by Sears clever Junior Jury*



*"Man works from sun to sun, but darning is a job that's never done," extemporizes Susan Bollinger as Bud reads his paper*





Elaine gets a lesson in homemaking from her mother as they make a new slip cover for Dad's easy chair. "When you're handy with a needle, it's no trick at all," says Mrs. Bollinger. The material cost them just \$3.36 at Sears



Hamburgers in their own backyard is the Bollingers idea of paradise. Bud built the open fireplace last summer and right up until cold weather there were Saturday night feasts like the one you see in the picture above



"Say where!" says Bud and we couldn't resist taking his picture as he helplessly tries to help Mrs. Bollinger at housecleaning time



Two good-looking racketeers, Jean and Elaine Bollinger, wait their turn for a tennis court dressed in good-looking Sears sports apparel



Fine feathered friends of the Bollingers will have a new home in the backyard this Spring, made in Bud's Craftsman power tool workshop



# Opening the Store of Fashion

WITH YOUR FAVORITE ARMY AND NAVY BLUES  
THE MOST BECOMING COLORS YOU CAN WEAR

The first section of this great catalog is devoted to apparel for Women, Misses and Juniors—everything new and smart and pretty for Spring and Summer; everything priced to save you money, everything backed by Sears famous Guarantee. And remember, Sears Easy Payment Plan is available on orders of \$10 or more—so you can have a complete wardrobe now, and enjoy your new clothes while you pay for them. Why not build a wardrobe around one of these lovely new blue outfits?

**THE ENSEMBLE**—Perfect for 1941 because you may wear coat or dress separately, any hour of the day, anywhere. Coat of our best quality All Wool Dress Coating, unlined, 2-button reefer style, with the new white lingerie touch in a detachable eyelet embroidered washable cotton pique collar over self collar. Dress of our best Crown Tested All Rayon French-type Crepe in a monotone print, made on simple, wearable, young lines. Yoke front and back, convertible neckline, shirred front—full skirt with slash pockets, Crown zip placket. Dress is washfast—use LUX.

**Colors:** Cadet Blue Coat, White print on Cadet Blue Dress; Navy Coat, White print on Navy Dress; or Black Coat, White print on Rose Dress. **Misses' Size Range:** 14, 16, 18, 20, 22 only. **State size, color;** see Size Scale on Page 26.

◆ **31 H 5690**—Ensemble, Wool Coat, Print Dress. Shipping weight, 2 pounds 8 ounces. (On Easy Terms—\$2 down, \$2 a month)—Cash. . . . . **\$10.98**

◆ **31 H 5692**—Ensemble as above, but with coat of All Rayon Satin back Crepe Amigo. Same colors, sizes. **State size, color.** Shpg. wt., 2 lbs. . . . . **\$7.98**

◆ **31 H 5691**—Coat alone—unlined All Wool Dress Coating. **Colors:** Cadet Blue, Navy, Black. Sizes as above. **State size, color.** Shpg. wt., 2 lbs. 4 oz. . . . . **\$7.98**

For correct make-up to wear with Blues, see Cosmetic pages. For washable white gloves, see Glove Pages in this section. For extra Dress or Coat Collars, see Accessory Pages. For right foundation to improve your figure see Corset Pages in this section.

**THE HAT**—a lovely, young, off-the-face sweep of white, rough, simulated straw, piled with pastel-toned garden flowers in shades of blue, rose, violet. Clouds of blue veiling frame the face. Designed for Sears by a famous American milliner. **Colors:** White, also Black, Navy, Sunset Rose.

**Measure; state color.** Shpg. wt., ea., 16 oz.  
**78 H 742**—Fits 21½ to 22 in.

**78 H 743**—Fits 22¼ to 22¾ in. **\$2.98**

**THE HANDBAG**—of a new specially treated cape leather that can be kept clean with a damp cloth. It's a very new crescent shaped, long underarm style, with shirred front, Talon zip top closing and a loop handle, easy to carry. Double faced mirror, inside change purse. **Colors:** White, also Black, Navy 619, Red 313. **State color.** Shpg. wt., 1 lb. 1 oz.

**88 H 3872**—Size: 6 x 14 inches. **\$1.95**







## Springtime Blues IN THE NEW FASHION, ENLIVENED WITH SNOWY WHITE

**THE COAT**—with very new melon sleeves, buttoned at wrist, new 12-gore, single-breasted cut, nipping waistline above a full skirt, new detachable white rayon faille collar over self collar. Of our better quality Juilliard All Wool Worsted, lined with our best quality cool, swishing, Celanese Rayon Taffeta. The beautifully fitted lines of the coat and the new collar are very becoming.

**Colors:** Navy Blue, Dark Cadet Blue 575, or Black.

**Misses' Size Range:** 12, 14, 16, 18, 20. **State size, color;** see Size Scale on Page 54. On Easy Terms, \$2 down, \$2 a month. Shpg. wt., 3 lbs. 7 oz.

◆ 17 H 2350..... Cash, **\$12.98**

**THE SUIT**—with new longer, single breasted jacket, high reverses, pleated skirt, notched collar, detachable over-collar of washable eyelet embroidered white cotton pique. The 24-inch jacket, darted and gored to fit, has square shoulders, button trimmed side pockets, lining of our better quality Rayon Satin. Slimming skirt has box pleats front and back, buttoned waistband, matching Crown zip closing. Our better quality All Wool Suiting.

**Colors:** Navy, Cadet Blue 575, Black, Sunset Rose 429. **Misses' Size Range:** 12, 14, 16, 18, 20 only. **State size, color;** Scale, Page 55A.

◆ 17 H 2700—Shpg. wt., 2 lbs. 12 oz.,... **\$8.98**

**THE DRESS**—has slender, lovely lines breaking into a pleated flounce—a very new fashion. Flattering froth of white in the lavish bib collar of elaborate eyelet embroidered cotton batiste, easy to detach. Dress is complete without it; can be worn with other accessories. Tiny ocean pearl buttons trim the fly-front fold on blouse below neckline and fasten through the collar. Self belt. Crown zip placket. Our best quality Celanese Rayon Crepe Romaine.

**Colors:** Navy Blue, Cadet Blue 575, or Black.

**Misses' Size Range:** 12, 14, 16, 18, 20. **State size, color;** see Size Scale on Page 26.

◆ 31 H 5695—Shpg. wt., 1 lb. 8 oz.,... **\$6.98**

Jewelry described on Jewelry Pages. Hosiery, shoes to wear with Navy and Cadet Blue on Hosiery and Shoe Pages. Washable white gloves, Red handbag on Accessory Pages. Hats in Millinery Section. Color numbers refer to Color-Graph. Garments marked with diamond ◆ shipped from New York. Order, pay postage from nearest Mail Order House.





**MEN VOTE FOR THIS** Junior Casual dress—so young, so smart, so nice in detail. Full shirred skirt, convertible collar, contrasting belt trim, buttons, handkerchief. Of our better quality Celanese Rayon Crepe Romaine. **Colors:** Sunset Rose with Earth Brown Trim; Copen Blue 607 with Navy trim; Cadet Blue 575 with Scarlet Red Trim; or All Scarlet Red 311. **Juniors' Sizes as below. State size and color.**

◆31 H 5400—Shipping weight, 1 pound 6 ounces..... **\$2.98**

**Dress as above in Better Quality All Rayon Knitted Jersey in same colors and sizes. State size and color.**

◆31 H 5403—Shipping weight, 1 pound 8 ounces..... **\$3.98**

**BEAU-CATCHING CONTRAST** in a Junior's Dressy style, so lovely and new we chose it for this spot of honor! Slender, young Princess lines, full flare skirt, rayon grosgrain ribbon at yoke and hem. Crown zip placket. Of our better Celanese Rayon Crepe Romaine. (For necklace, see Jewelry pages.)

**Colors:** Earth Brown or Black with Sunset Rose Trim; or Navy with Copen Trim. **Juniors' Sizes as below. State size and color.**

◆31 H 5405—Shipping wt., 1 lb. 8 oz..... **\$3.98**

Dresses above come in Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. See Juniors' Size Scale on Page 20.



# Junior Jury Fashions

HERE BEGIN THE CLOTHES OF OUR ORIGINAL JUNIOR JURY GIRLS  
... EVERY ONE APPROVED BY MEN WHO KNOW WHAT THEY LIKE



Remember Sears original Junior Jury Girl who was down on her tummy designing clothes for you last season? Remember how we polled the Juniors of America on fashions the season before? NOW we consult the Men Who Really Matter—the young men of America, whom nine out of ten young women want to please. "How do you like slacks?" we asked them. "And what is your favorite color?" And we went on, asking questions, getting opinions about everything that matters in a girl's

clothes for 1941. So now Sears, Roebuck and Co. are in a position to speak with authority on what HE likes as well as what SHE prefers. Out of hundreds of young men who answered our questionnaires we've picked a committee of four as representative. They hail from various parts of the country, they work at different kinds of jobs, they're old enough to know their own minds—and they approve the Junior Jury fashions on the 10 pages that follow. Junior Jury Fashions, remember, are for anyone who can wear Junior sizes—for which see Size Scale, Page 20.

For Junior Handbag with lucky rabbit's foot (49c) see Handbag Pages. Sunset Rose Gloves, matching dress on opposite page, are 79c pair—see Glove Pages. For Simulated pearl necklace see Jewelry Pages.



Milton Weiler, Buffalo, N.Y.  
Artist. Age 26. Graduate  
Syracuse University. Hob-  
bies: Hunting, Fishing.



Charles E. Devlin, New York  
City. Actor. Age 30. Grad-  
uate Syracuse University.  
Hobby: Golf.



J. Frank Duffy, Jr., Holland,  
Mich., Student George-  
town University. Age 21.  
Hobbies: Sailing, Writing.



Malvin Wald, Beverly  
Hills, Cal. Screen Writer.  
Age 24. Graduate Brook-  
lyn College, N. Y. U. and  
Columbia. Hobby: Bowling.



**GENUINE HAND-WOVEN COCOANUT**—woven in Nassau, by Bahama Island natives, made like a man's hat over men's blocks—a casual bonnet shape you can wear with sports clothes, and just as smart with a dressier outfit. The authentic Coconut Straw like this model is the smartest all-around hat a Junior can own, and this is a remarkable Sears value as well. Colors: Natural Coconut Brown with puggaree (band) in choice of: Earth Brown, Navy, Scarlet Red 311. State color of puggaree. Shipping weight, each, 14 ounces.  
78 H 1260—Fits 21½ to 22-inch headsize ..... \$1.69  
78 H 1270—Fits 22¼ to 22¾-inch headsize .....



**GENUINE STRAW BRAID CALOT**, a bewitching young style to set off your new pompadour or bring out a lovely hair-line. A frankly frivolous dressy hat, for important occasions—a perfect Easter bonnet. The straw braid, beautifully woven and shaped, is trimmed with a gigantic velvet flower, on which a little velvet "bird" perches—the whole misted in flattering rayon veiling. Colors: Sunset Rose (In color on Page 14), Brown, Navy or White. State color. Shipping weight, 12 ounces.  
78 H 1280—Fits 21 to 22¼-inch headsize ..... \$1.39



# Date-and-Dash Dresses

"When I date a girl, I like her to dress-up in something soft and pretty," says Juryman Frank Duffy. "These fluttery collars, trick bows and belts make a great hit with me."



## Time to Dress Up

**\$3.98** Celanese Rayon  
Crepe Romaine

This alluring new dress in this lovely better quality fabric is a wonderful value! All the rich, figure-flattering details usually cost you much, much more—anywhere but at Sears-Roebuck! There is fine shirred trimming on a bodice crisply edged with flutter-ruffles of cotton lace. Pretty buttons go all in a row on the bodice and outline the high-rising front cut of the free-flaring skirt. Full shirred yoke back. Your waistline does a disappearing act with the tie-back sash.

Colors: Navy Blue, Sunset Rose 429, Copen Blue 607 or Black. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale, Pg. 20. Shpg. wt., 1 lb. 6 oz.

◆ 31 H 5415 ..... \$3.98

## Bolero Jacket With Dress

**\$3.98** Rayon French-type Crepe

Posy-pretty monotone print dress with a separate sleeveless bolero for added interest! Removable white organdy-ruffled collar and cuffs give your complexion a glow. Buttons line up on the moulded bodice. Below the honey-smooth, new lowered waistline is fashion's smart unpressembled skirt. Self buckle-belt. As practical as it is fetching. Our best Crown-tested-Rayon French-type Crepe. The price is your secret! Hand washable; we advise Lux.

Colors: Bright Blue, Sunset Rose or Kelly Green Grounds, each with White print. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Size Scale, Page 20. Shpg. wt., 1 lb. 10 oz.

◆ 31 H 5410 ..... 2 Pieces \$3.98

Garments on these two pages marked ◆ shipped from New York. Order and pay postage from nearest Sears Mail Order House.

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Numbers after color names refer to Color-Graph preceding Index Pages back of book

## Dress With Slip

**\$3.98** Our Best Rayon  
Chiffon

If he falls for pretties, he'll fall for this heart-stealer dress! This lovely filmy sheer Rayon Chiffon is at its best in this shadow print (no photo can ever, ever do it justice!). Draped V-bodice. Deep-clustered shoulder shirring is repeated on the flare-skirt pockets. Two-color rayon gros-grain bowon belt. Rayon Taffeta slip. Colors: Bright Copen, Sunset Rose, Moss Green Grounds; each with Floral Print. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. Shipping weight, 1 pound 6 ounces. State size, color; Scale, Page 20.

◆ 31 H 5420 ..... 2 Pcs., \$3.98

## Dainty Shirred Net Yoke

**\$4.98** Celanese Rayon  
Crepe Romaine

THE dress for THE important date! Breath-takingly beautiful with its shirred, fine cotton net yoke both back and front and rayon velvet ribbons. Richly shirred-and-draped bodice, tucked sleeves. Hi-rise, princess flared skirt. Crown zip placket. Tie-back sash. Our best Celanese Rayon Crepe Romaine. Wear from one end of the clock to the other! Colors: Navy, Sunset Rose 429 or Copen Blue 607. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. Shpg. wt., 1 lb. 6 oz. State size, color; Size Scale, Page 20.

◆ 31 H 5425 ..... \$4.98





# FOR A Junior's Busy Life

Pert little dresses with Heart-appeal. Cleverly designed to high-light lovely curves and show off a fine young figure! Easy to have on Sears Easy Terms; just read Inside Back Cover.



## Double-Feature Jacket Dress

Lace-Top Dress \$5.98  
With Brief Jacket

It's a safe bet he adores you in lovely young jacket dresses! Our jury-of-men roots for them! Whisk off this tailored jacket with its six pocket-tabs and saucy bow tie and you have a sheer cotton lace-top frock that makes you look still lovelier! It's sleekly fitted in princess style; has flared gored skirt, Crown zip placket. See in small view how sweet it looks without jacket. Our best quality Celanese Rayon Crepe L'Adore—a fabric that flatters!

Colors: Navy, Black or Cadet Blue 575, each with White Cotton Lace Sheer Top.

Junior's Size (Not Age) Range: 11, 13, 15, 17, 19. State size and color; see Size Scale, Page 20. Shipping weight, 1 pound 8 ounces.

♣ 31 H 5430.....2 Pieces, \$5.98

## Pleats A-Plenty

Celanese Rayon \$4.98  
Crepe Romaine

You'll be a pretty eye-ful in this darling new dress . . . and what a great big value it is! Pleats, pleats and more pleats . . . on the dainty ruffles of the smart convertible-collared bodice and all around the young swirling skirt. "Looks-expensive" touches! Stud-type sparkling buttons open it to waistline.

Well-made of our better quality Celanese Rayon Crepe Romaine, a lovely, figure-draping fabric. Low-priced for pancake-flat purses!

Colors: Royal Blue 567, Sunset Rose 29 or Aqua 675.

Junior's Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; see the Size Scale on Page 20. Shipping weight, 1 pound 6 ounces.

♣ 31 H 5435.....\$4.98

## Double-Duty

COAT AND DRESS COSTUME

\$5.98

Sail-Along  
Dress and Coat

\$9.98

All Wool Coat  
Sail-Along Dress

\$2.00  
Cash Down

You can't miss being fashion-right if you own a two-piece costume like this! It gives you most in flattery and all-round wearability. Full-length coat is fitted to-a-tee with slick set-in waistline and plenty of swish. Its flash-white ruffle-pleated collar and cuffs are easily removable. The dress underneath is its "little shadow" in style with the white collar and cuffs, full bosom line and flaring skirt. Perfect together or change-about with your other clothes. Value-plus in either version!

Junior's Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; see Size Scale, Page 20. Shpg. wt., each, 2 lbs. 4 oz.

Ⓐ Dress and Coat of Dotted Spun Rayon Sail-Along

White dots on sparkling colors: Kelly Green, Copen Blue or Sunset Rose.

♣ 31 H 5440.....2 Pieces complete for only \$5.98

Ⓑ All Wool Coat with Same Spun Rayon Sail-Along Dotted Dress

♣ 31 H 5443—Navy Blue Coat with White polka-dotted Powder Blue Dress. Easy Terms, Inside Back Cover. Cash. 2 Pcs., \$9.98



# Happy-Go-Lucky New Dresses for Juniors

The Original Junior Jury Girl in Sears Junior Fashions. Now a far-famed Junior model . . she first appeared on Sears Junior Jury pages; wore our clothes; helped to design them. Watch for her on the pages that follow.



Sears Original Junior Jury Girl



## Banner-Bright Stripes

**\$2.98** Our Best Rayon  
\$3.98 Value

Open neckline on a shirtwaist dress. Shirred skirt below inset-midriff. Crown zip placket. Our best hand-washable Crown-tested Rayon Crepe Supreme; creamy smooth, wears beautifully.

Colors: Brown-and-White, Red-and-White or Royal Blue-and-White stripes. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Size Scale, Page 20. Shpg. wt., 1 lb. 6 oz.

♦ 31 H 5445 . . . . . \$2.98

## Jacket, Skirt, Beanie

**\$3.98** Spun Rayon  
3-Pc. Sail-Along

Two colors; twice as nifty! Bows and buttons on jacket match waistbandskirt! Feathered beanie. Nubby Spun Rayon Sail-Along. Colors: Copen 607 with Cadet Blue 575 skirt; Coral Pink 357 with Brown 221 skirt; or Scarlet Red 311 with White skirt.

Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale, Page 20. Shipping weight, 1 lb. 4 oz.

♦ 31 H 5450 . . . 3 Pieces . . . \$3.98

## Wee-Waisted Dirndl Dress

Two Fabrics **\$2.98**  
Print or Plain Each

Lastex shirring nips your waist and gives this dress delightful gathers at bosom and on the skirt. Shirred shoulders. White removable overcollar. Tiny hearts on gilt pin. In two fine fabrics, usually found in \$3.98 dresses.

Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Size Scale, Page 20. Shpg. wt., ea., 1 lb. 4 oz.

Crown-Tested Rayon French-type Crepe ♦ 31 H 5455—Copen, Red, Rose Grounds; Colorful print, hand-washable . . . \$2.98

Celanese Rayon Crepe Serene ♦ 31 H 5458—Sunset Rose 429, Cadet Blue 575 or Aqua 675 . . . . . \$2.98

## Sharkskin—Plain or Checked

**\$2.98** Extra Special  
Each Extra Value!

Dazzle is what you want—and get in this smooth Rayon Sharkskin dress! Square-neckline, cuff sleeves and stand-offish, mock-pocket flaps sprout teensy ruffles, edged with contrasting embroidery. Button-trimmed to the waist-beltling midriff. Tie-back sash. Skirt is shirred in front for fashion's prized fullness. The price? 'Way under others for this quality!

Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Size Scale, Page 20. Shipping weight, each, 1 pound 6 ounces.

♦ 31 H 5460—Plain Colors: White with Red trim or Aqua 675 with Brown trim . . . \$2.98

♦ 31 H 5463—Woven Checks: Black-and-White or Red-and-White; White-and-Red trim, \$2.98

Garments on these two pages marked ♦ are shipped from New York. Order and pay postage from nearest Mail Order House.



# Look Casual... SAYS THE JURY!

"I like girls' clothes that look cute without having frills and fanciness," says Jury-man Mal Wald, of Beverly Hills, "and the brighter the colors, the better I like 'em!"



## Contrast Color Inserts

Celanese Rayon **\$3.98**  
Crepe Romaine

Smooth sailing for you in this princess dress with gay contrast in the jaunty sailor collar, and godet inserts in the breezy skirt. Sleek fit through waistline. Our better quality Celanese Rayon Crepe Romaine with tiny white stars applied on dark, and color scheme reversed on collar and godets.

Colors: Navy, Kelly Green or Scarlet Red; each with White stars (trim in reverse).

Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; see Size Scale on Page 20. Shpg. wt., 1 lb. 6 oz.  
◆ 31 H 5465.....\$3.98

## New 1941 Color Scheme

Celanese Rayon **\$2.98**  
Crepe Serene

Dark vs. light color-craze is shown at its smartest in this Junior success dress! Yours for the lowest possible price! Pointy collar; puff sleeves; gilt military buttons. Set-in shoulder yoke; fitted belt. Unpressed pleats in skirt front. Smooth Celanese Rayon Crepe Serene.

Colors: Copen 607 with Cadet Blue 575; Coral Pink 357 with Earth Brown 221; or Pastel Beige 656 with Black.  
Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. Size Scale, Page 20. Shipping weight, 1 pound 6 ounces.  
◆ 31 H 5470—State size, color, \$2.98



## California-type Cotton

Perfect Fabric for This Dress!

Sanforized- **\$1.98**  
Shrunk

A darling princess dress steals its eye-appeal from a sailor's togs... even to the tie loop and stripe braid! Cut along lines that follow your figure until the skirt flares out sassily. Beautifully detailed yoke collar. Embroidered eagle-emblem perches on right sleeve.

A \$2.98 value in this wonderful new California-type yarn-dyed Woven Cotton... a very, very smart fashion indeed! Sanforized (maximum fabric shrinkage 1%). Wash in Lux suds to keep it fresh and dainty.

Colors: Ensign Blue with White Trimming; White with Red Trimming.  
Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; see Size Scale on Page 20. Shipping weight, 1 pound 2 ounces.  
◆ 31 H 5475.....\$1.98

## Choice of Two Fabrics!

Sheer Muslin or Sanforized Poplin

Dressy Style **\$1.98**  
In Pretty Print Each

The men say, "Please, be feminine." Here's how, in a cheerful print dress sparkling with fresh white embroidered organdy yoke, cuffs on upsy sleeves and pouch pockets. Slim-fit bodice, dancing wide skirt!

A hard-to-beat low price for such quality workmanship! Have it in either of two luscious cottons—fashion first in style and wearability.

Colors: Rose, Sailor Blue or Aqua Green Grounds; each with White print.  
Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Size Scale, Page 20. Shpg. wt., ea., 1 lb. 2 oz.

Our Best Quality Cotton Poplin Sanforized-Shrunk (maximum shrinkage 1%). Wash in quick, safe Lux.  
◆ 31 H 5480.....\$1.98

Our Best Quality Sheer Muslin  
◆ 31 H 5483 (Not Sanforized)...\$1.98

Numbers after color names refer to Color-Graph preceding first Index Page at back of book.

You can have prettier clothes... and more of them... when you use Sears Easy Payment Plan, explained on the Inside Back Cover.





**(A)**  
Striped  
or Dotted  
Spun Rayon  
Rambeline  
or Checked  
Rayon Taffeta



**(A) "SHIRTWAISTER"**—flattering as a new lipstick! Three versions at one low price! Slide into this dress, button it top to bottom on your way downstairs! Mannish neck; yoke front and back; new pockets. Set-in belt, front-pleated skirt. Hand washable in Lux. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale at right. Shpg. wt., ea., 1 lb.

Smart Shantung-textured All Spun Rayon Rambeline  
◆7H7000-Red-and-White, or Royal Blue-and-White Stripes (on figure)  
◆7H7001-White Dots on Navy or Rose Grounds.

Sports Checked Rayon Taffeta  
◆7H7002-Red-and-White, Navy Blue-and-White. Ea., \$1.98



**(B)**  
Dotted  
or Plain  
Spun Rayon  
Rambeline



**(B) "DOUBLE-FEATURE"**—Two-piece dress with slick fit and attention-getting details! Fitted jacket flashes white eyelet Cotton Pique collar, cuffs, and lucky-horseshoe trim on pocket-effects. Contrasting button closing. Separate skirt hugs your hips, then flares out with gusto. Team with your jackets! Have this thrilly number in dancing dots or smoothie plain colors—it's Spun Rayon Rambeline—a shantung-textured fabric. Hand washable; use Lux.

Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale below. Shipping wt., each, 1 lb. 2 oz.

◆7H7004-White dots on Navy or Rose Grounds

◆7H7005-Plain colors: Clay Brown668or Copen Blue607. \$1.98



**(C)**  
Granitspun  
Rayon



**(D)**  
Sheer Rayon  
Marquissette

Slip  
Included

**\$1.98**  
Each  
Value \$2.98

Any 2 for \$3.89

## "They're Bargains"

SAY JUNIORS WHO SEE THEM!

"Date, business and school styles in a fashion parade of fine Rayons. So smart, we want them all—so thrifty, we get them!"

**(C) "ALL DATED UP"**—that's you in this dressy new frock! Fluff-white bib is embroidered organdy to make you look fetchingly feminine, dress look expensive! Anchor buttons all in a row on tricky bodice, pockets. Smooth-textured Spun Rayon Granitspun.

Colors: Navy, Sunset Rose 429 or Light Teal Blue 673. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Size Scale below.

◆7H7007—Shpg. wt., 1 lb. 2 oz. \$1.98

**(D) "LOTS-FOR-A-LITTLE"** Chenille-dotted Sheer Rayon Marquissette dress—done up in fine style with its very own Rayon matching slip... all for this teeny price! Frills of sugar-white organdy at a wonderful square neckline and on two make-believe pockets. Figure-wise gathers above and below the slicked midriff; young front—fulled skirt.

Colors: Navy or Black, with White dots. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale below.

◆7H7010—Shpg. wt., 1 lb. 4 oz. \$1.98

### MEASURE—to get a Good Fit

Read Page 26 before ordering. Remember, these are adult sizes, won't fit girls. Junior is a size, not an age. Note: Not all dresses come in sizes listed at right. See description for your size.

### Junior Jury Dress Size Scale

Size:	11	13	15	17	19
Bust:	29	31	33	35	37 in.
Waist:	24	25½	26½	28½	30½ in.
Hips:	32½	34½	36½	38½	40½ in.
Length:	40½	41½	42	42½	43½ in.







(H)  
Spun Rayon  
Rambeline  
or Plain Color  
Rayon Poplin

(E)  
Rayon  
Sharkskin

(F)  
Rayon  
Sharkskin  
or  
Rayon  
Poplin

(G)  
Spun Rayon  
Rambeline

(J)  
Spun Rayon  
Rambeline



"The low price of these dresses floored me," says Milt Weiler. "I'm convinced that a girl can look smart without throttling her budget." And he's right!

**"They're Beauties"** \$1.98

Each

Value \$2.98

**SAY MEN WHO SEE JUNIORS IN THEM!**

Better quality Rayons for early Spring, or hot weather days;  
Rayons which are hand washable when given gentle Lux care

**2 for \$3.89**

(E) **"PIN CHECKS"**—snappy casual dress in lovely Rayon Sharkskin. Buttons to waist. Pocket-effects on front-shirred, full-flaring skirt.

Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale, opposite page. Shipping weight, 1 lb. 2 oz.

◆7 H7013—Red-White, Copen-White or Black-White checks. . . . . \$1.98

(F) **"RIC-RAC ROWS"** and sun-bright buttons on a sleek Princess dress! Choice of 2 fabrics.

Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale, opposite page. Shipping wt., each, 1 lb. 2 oz.

All Rayon Sharkskin

◆7 H7016—White, Red-Blue trim. \$1.98

All Rayon Poplin

◆7 H7017—Moss Green, Copen Blue 607 or Princess Yellow 157. . . . . \$1.98

(G) **"HUGGER BELT"** for lovely curves on a posy-print dress! Enameled zip; pleated bodice. Breezy gored skirt. All Spun Rayon Rambeline.

Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale, opposite page. Shpg. wt., 1 lb. 2 oz.

◆7 H7019—Floral Print on Navy, Rose or Copen Blue grounds. . . \$1.98

(H) **"TWO-PIECER"** gives you a back-buttoned jumper over a white blouse! Slick midriff, gathered skirt. Choice of 2 fabrics.

Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale, opp. page. Shpg. wt., each, 1 lb. 2 oz.

Striped All Spun Rayon Rambeline  
◆7 H7022—Red-and-White or Royal Blue-and-White stripes. . . . . \$1.98

Plain All Rayon Poplin

◆7 H7023—Navy, Persian Rose 323, with White Blouse. . . . . \$1.98

(J) **"WHITE FLASH"**..front and back on a button-down princess dress! Cotton lace trim. Buckle-back belt. Skirt in full swing! Spun Rayon Rambeline.

Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; see Size Scale, opposite page. Shipping weight, 1 lb. 2 oz.

◆7 H7025—Clay Brown, Moss Green or Copen Blue 607, white insets. . . . . \$1.98

(K) **SUCCESS DRESS!** Wear it with its own necklace or with your other accessories. Hi-waist effect, bodice fullness, gored skirt. Sash ties front or back. In popular, figure-flattering All Spun Rayon Rambeline. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Size Scale, opposite page. Shipping weight, each, 1 lb. 2 oz.

◆7 H7028—White Monotone Print on Moss Green, Rose or Black Grounds.

◆7 H7029—Plain colored Sunset Rose or Navy. . . . . \$1.98

(K)  
Printed  
or Plain  
Spun  
Rayon  
Rambeline





New Low Price  
on a Winner!

**\$1.98**

Value \$2.98

**THE FAMOUS  
CALIFORNIA  
Matletex**  
REG. U. S. PAT. OFF.

**Play Dress with  
Panties Attached**



**Sears 4-Star Feature Because:**

- ★ Famous proven-success fashion... a favorite on the playgrounds of the nation.
- ★ Exclusive with Sears! No other mail-order house sells it or can sell it.
- ★ Fits beautifully because the Lastex-shirred Matletex adjusts to your figure-size.
- ★ Perfect all-in-one play dress; complete in itself; eliminates underclothes!

Whirl-skirt play dress with bodice and attached panties of patented Matletex Lastex shirring; stretches whichever way you do; is guaranteed to stay shirred. Straps criss-cross in back, or tie halter-style at neck. Fine novelty Cotton; washfast.  
**Colors:** Navy-and-Copen Blue Check with Red-centered daisies; or Wine-and-Rose Check with Green-centered daisies.  
**Sizes:** Extra-small (fits 30 to 31-in. bust); Small (fits 33 to 35-in. bust); Medium (fits 37-in. bust). **State size, color.**  
♦ 7 H 3502—Shpg. wt., 14 oz. .... \$1.98

Garments on these two pages marked with diamond ♦ are shipped from our Fashion Headquarters in New York City. Order and pay postage from nearest Mail Order House.

**22 . . . SEARS-ROEBUCK, 2 0 0**

### Two to Team-up!

**69c** **\$1.00**  
Shirt Overall

**(A) Classic Shirt.** Convertible collar; yoke front and back. Patch pocket. Cut long. Cotton Slub Broadcloth. **Colors:** Scarlet or White. **Sizes:** 30, 32, 34, 36, 38-in. bust. **State size, color.** Shipping weight, 7 ounces.  
77 H 3226 . . . . . 69c

**(B) Built-up Bodice Overall.** Colorful braid and lacing. Cotton Gabardine Twill. Wear with or without shirt. **Colors:** Navy, Rust 262 or Blue 559. **Juniors' Size (Not Age) Range:** 11, 13, 15, 17, 19. **State size, color; Scale,** Page 23. Shpg. wt., 13 oz.  
77 H 3629 . . . . . \$1.00

### 3-Pc. Sailor Suit

**\$1.98** Set  
Choice of 2 Fabrics

**(C) Shipshape in-or-out shirt,** waistband slacks, decked out with braid, buttons, stars! Hat, too! **Juniors' Size (Not Age) Range:** 11, 13, 15, 17, 19. **State size, color; Scale,** Page 23. Shpg. wt., ea., 1 lb. 9 oz.  
**Fine Cotton; novelty herringbone Weave.**  
♦ 7 H 3627—White or Navy . . . 3 Pcs., \$1.98  
**California Type Yarn-dyed, fine-woven Cotton.** Sanforized-Shrunk. (Max. shrinkage 1%).  
♦ 7 H 3631—Ensign Blue, White Trim. 3 Pcs., \$1.98

### 2-Pc. Pinafore

**\$1.69** **\$1.49**  
Striped Plain  
White Shorts Included

**(D) Ric-rac ruffles** on pinafore with shirred waist, wide skirt. Buttons down back! Separate white shorty pants make this a perfect play dress. Washfast.  
**Juniors' Size (Not Age) Range:** 11, 13, 15, 17, 19. **State size, color; Size Scale,** Page 23. Shpg. wt., each, 14 oz.  
**Pin Wale Cotton Pique**  
77 H 3504—Red or Deep Copen, with White Stripes. 2 Pcs. . . . \$1.69  
**Plain Cotton Pique**  
77 H 3506—White with Red Trim. 2 Pcs., \$1.49

### Sports Change-arounds

**\$1.00** **69c**  
Blouse or Shorts 2 Halters

**State size, color when ordering.**  
**(E) Rayon Jersey Blouse—in flying flag colors.** Washable. **Color:** Red-White-and-Blue. **Bust Sizes:** 30, 31, 33, 35, 37 in. 77 H 3001—Shpg. wt., 6 oz., \$1.00  
**(F) Sanforized-Shrunk Shorts—** Cotton Gabardine Twill. (Max. shrinkage 1%). **Colors:** White with Red, or Navy with White Stripes. **Juniors' Size (Not Age) Range:** 11, 13, 15, 17, 19. **Size Scale,** Page 23. 77 H 3507—Shpg. wt., 9 oz., \$1.00  
**(G) Washfast Cotton Halters; Fig-** ure-moulding bra type. **Colors:** Red-White-and-Blue Stripes, or Colorful Tropical Print. **Sizes same as Play Dress 7 H 3502, left.** 77 H 3512—Shpg. wt., 5 oz., 2 for 69c

## Junior Jury Playmates

Colors gay as sunshine . . . Action-free cut and a fine figure-fit



# Junior "Change-arounds"



Striped Blouse and Beanie . . . All for **\$1.00**

You'll love the quartet of pretend flap pockets and hug-waistband on the blouse! Bewitching beanie is Cotton lined. Blouse and beanie of our fine washfast Pin Wale Cotton Pique. Switch-and-swap with your change-arounds! Worth more!

Colors: Navy-and-White or Red-and-White Stripes. Bust Sizes: 30, 31, 33, 35, 37 in. State size, color. Shipping weight, 7 ounces.

77 H 3004 . . . . . 2 Pieces . . \$1.00



Elegant Embroidered **\$1.29**  
Waistband Blouse

Simply wonderful waistband blouse with embroidery shining on the perky scalloped collar and bodice. Looks like a luxury hand-made and a budget-breaker. (Isn't though!) Of fine multi-filament Rayon—usually found in \$1.98 blouses—soft, lustrous and washable! Use gentle Lux for best results.

Bust Sizes: 30, 31, 33, 35, 37 in. State size. Shpg. wt., 5 oz.

77 H 3005—White Only . . . \$1.29

## 2-Piece Outfit

**\$1.59 \$2.98**

Sanforized Cotton Rayon Poplin

**(A) "Sailor-Maid"** outfit . . . correctly nautical with contrasting braid, lacing, stars! Band blouse with long dickey vestee, and separate 4-gore skirt buttoned at side. (Hat not incl.) Change-around with blouses, skirts! Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale, Page 20. Shpg. wt., ea., 1 lb. 1 oz.

California-type Woven Yarn-Dyed Cotton Sanforized (maximum shrinkage 1%). Colors: White with Red trim or Ensign Blue with White. 77 H 3514-2 Pcs. \$1.59

Fine Rayon Poplin Colors: Navy, Bittersweet 361; White trim. 77 H 3517-2 Pcs. \$2.98

## Smart Twosome

**\$2.98**

Fine Spun Rayon

**(B)** Six little flaps pretend they are pockets on the blouse of this thrifty style! White cotton pique collar comes off. Blouse is darted front and back for fit. Skirt Crown zips at side, has two waistband ties looped in front (or back). Stitched-down unpressed pleats for a flared skirt! A famous Sears "change-around" in our fine quality Spun Rayon with silvery thread mixture.

Colors: Sky Blue, Pastel Beige or Clay Brown Mixtures. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Size Scale, Page 20. Shpg. wt., 1 lb. 5 oz.

77 H 3515-2 Pcs. \$2.98

## Shirt 'n Skirt

**\$1.00 \$2.98 \$1.98**

Broadcloth Shirt All Wool Skirt Rayon Skirt

**(C)** "Smart Duet"—well-tailored shirt and a swingy skirt which can be worn with or without its bib-top.

**(D)** Classic Shirt of Sanforized, fine mercerized Cotton Broadcloth. (Max. shrink. 1%). New 2-way collar. Yoke back and front. Matching buttons. Cut long, won't ride up. In color, Page 73. Colors: Yellow 157 or White. Bust Sizes: 30, 32, 34, 36, 38 in. State size, color. 77 H 3002—Shpg. wt., 6 oz. \$1.00

**(E)** The Skirt's Rayon lined bib-top is removable; suspenders are detachable, secret buttons hitch both to skirt. Stitched inverted pleats in front; one in back. Crown zip placket. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale below.

Our Fine All Wool Flannel Colors: Aqua 675, Navy or Dk. Clay Brown 668. Shpg. wt., 1 lb. 2 oz.

77 H 3437 . . . . . \$2.98

Our Fine Quality Rayon Gabardine Colors: White or Sunset Rose 429. 77 H 3440—Shpg. wt., 14 oz. \$1.98



**\$1.98**

All Wool Flannel

Four-Gored Skirt that's a two-way wonder; the pockets button on or off! Has a wide snug-hug waistband with a natural leather-like belt to slide through self loops. Crown zip closing for smooth fit.

Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size and color; see Size Scale at left.

Our Fine Quality All Wool Flannel Colors: Cadet Blue 575, Black or Navy. Shpg. weight, 15 oz. 77 H 3436 . . . . . \$1.98

Pin Wale Cotton Pique Fine quality, washfast. Colors: Light Sailor Blue 559 or White. Shpg. weight, 14 oz. 77 H 3439 . . . . . \$1.00

**\$1.00**

Cotton Pique

**\$3.98**

All Wool Tweed

26-inch Jackets. Padded shoulders. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale left. Shpg. wt., ea., 1 lb. 9 oz.

**(E)** All Wool Shetland-type Tweed Gilt buttons. Full Rayon lined. 77 H 3341—Cardinal Red 313 or Navy . . . . . \$3.98

**(F)** Medium Wale Corduroy—Fine buttons. Unlined. Bound seams. 77 H 3338—Bright Red or Pastel Beige . . . . . \$2.98

**(G)** Two-Tone Rayon Suede—harmonizing saddle stitching. Rayon Twill yoke lining. Leather buttons. 77 H 3339—Pastel Beige 656-and-Laurel Green 767; or Pastel Beige-656-and-Dark Brown . . . \$2.98

77 H 3339—Pastel Beige 656-and-Laurel Green 767; or Pastel Beige-656-and-Dark Brown . . . \$2.98

## Measure—to get a Good Fit

### Juniors' Size Scale for Skirts

Size: . . . . .	11	13	15	17	19
Waist: . . . . .	24	25½	26½	28½	30½ in.
Hips: . . . . .	32½	34½	36½	38½	40½ in.
Length: . . . . .	25	25	26	27	27 in.

### Juniors' Size Scale for Playsuits, Overalls, Shorts, Slack Suits and Jackets

Size: . . . . .	11	13	15	17	19
Bust: . . . . .	29	31	33	35	37 in.
Waist: . . . . .	24	25½	26½	28½	30½ in.
Hips: . . . . .	32½	34½	36½	38½	40½ in.
Playsuit Lgth.: . . . . .	39½	40½	41	41½	42½ in.
Pants Length: . . . . .	41	41	42	42	42 in.

Have someone else measure you. Don't guess; make no allowances. Your size is determined by actual body measurements. Page 26 explains best, quickest way to use Size Scales at left. Remember, these are adult sizes—will not fit girls. Junior is a size, not an age.

Skirt lengths are measured down the center back from below waistline to hem.

Pants lengths are measured down outside seam, from natural waistline to ankle as illustrated.

Jacket lengths are given in description. Playsuit length is measured down back from neck to hem.





**Dress Up  
AND SAVE MONEY**  
In this honey-smooth coat  
made just for Juniors!



## White Collar Coats WIN THE MEN'S VOTES!



"I like girls' clothes that look pretty without being fussy... and these coats turn the trick" says Charles Devlin, member of the Junior Jury

### "Gores in a Pretty Whirl"

**\$7.98** Better Quality  
All Wool Coating

White-collar dramatics on a dressy young, single-breasted style with triplet buttons! Both collar and cuffs are washable eyelet cotton pique; come off easily. (Self collar beneath.) Gored from stem to stern to give you a wonderful figure—sleek-'n-slim on top, full skirt below. Dart-topped fullness on sleeves. Rayon Twill lined. Inside pocket.

Colors: Dk. Navy or Black. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. Shpg. wt., 3 lbs. 4 oz.  
◆ 17 H 2600—State size, color; Scale below...\$7.98

Numbers after color names refer to Color-Graph preceding the first Index Page in back of book. See Pages 71 and 72 for Misses' Coats and Suits.

### Detailed to Look-Like-a-Million!

**\$12.98** \$2.00 Down **\$9.98** \$2.00 Down  
Cash Best Wool Cash Good Wool

New coat with saddle stitched cotton pique collar, sitting pretty over a self one. Hi-style seams, and buttons! Gored back, unpressed front-pleats. Two fabrics; Rayon Panné Satin linings. Inside pocket. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale below. Shpg. wt., each, 3 lbs. 1 oz.

Our Best Quality All Wool Worsted Twill  
◆ 17H2603—Dk. Navy or Pilot (Grayed) Blue. \$12.98  
Our Good Quality All Wool Dress Coating  
◆ 17H2605—Dk. Navy Only.....\$9.98

### Size Scale For Juniors' Coats

Measure... to get a Good Fit. Page 54 explains best way to use Size Scale below. Read Page 54 before ordering. Remember, these are adult sizes—will not fit girls. Junior is a Size, not an Age.

### Sears Original Junior Jury Girl

**\$5.98** Pictured in Our Fine  
All Wool Coat!

Our original Junior Jury Girl (see Sears last big catalog) looks happy as she poses in this wonderful new coat! Stitched rever collar, belt. Shaped seaming moulds it beautifully back and front. Buttons double up! Pockets nestle high on the skirt. Swishy Rayon Taffeta lining.

Colors: Black or Dark Navy Blue.  
Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Size Scale below.  
◆ 17 H 2607—Shpg. wt., 2 lbs. 8 oz....\$5.98

Size:	11	13	15	17	19
Bust:	29	31	33	35	37 in.
Waist:	24	25½	26½	28½	30½ in.
Hips:	32½	34½	36½	38½	40½ in.
Coat Length:	41	42	42½	43	44 in.







## NEW FLY-FRONT Box-Coat

Detailed in a manly  
manner . . . tailored  
in menswear fabrics

# Sports Coats

RATE HIGH WITH THE JUNIOR JURY

The boys OK these crunchy Tweeds and soft Fleeces...the hoods and heart-warmer colors  
Wide awake Juniors will buy their coats now on Easy Terms . . . See Inside Back Cover

### New Shorty Reversible

**\$4<sup>98</sup>**

Part Wool  
With Gabardine

**(A)** Wear this completely reversible 27-in. shorty coat, and don't give a hoot about weather changes! Sunny side is a brilliant plaid of red-and-gold on a Navy ground, 50% Wool, bal. Rayon; rainy day side is water-and-wind resistant Natural Cotton Gabardine. Single-breasted style with button-on hood to hold a hair-fix and attention! Patch pockets on both sides. Page 56 shows Juniors' full-length Reversible Coat.

Junior's Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale, Page 23A.

◆ 17 H 2608—Shpg. wt., 3 lbs., \$4.98

### Fluff-deep in Fleece

**\$9<sup>98</sup>**

On Easy Terms  
\$2.00 Down

**(B)** Far-famed wrap-around coat with lavish folds of fabric falling from a stitched yoke. The belt hugs smart fullness to you. Buttons go double file. In back a deep inverted pleat, and welt seams (in front seams hide pockets). Our best All Wool Fleece. Earl-Glo Rayon Satin lining guarantees 2 years' wear.

Colors: Nude Tan (Pastel Beige 656), Cadet Blue 575.

Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale, Page 23A. Shpg. wt., 4 lbs.

◆ 17 H 2610—\$2 Down; Cash, \$9.98

### Tops in Tweed

**\$7<sup>98</sup>**

Button-on  
Hood

**(C)** Your desire—a reefer that's new, exciting! Here 'tis—lean and lovely, with button-on hood and tear-drop pockets lined in flash-red Wool Flannel! Above a slicked waistline—smart bosom fullness; below—plenty of swing. Good quality All Wool, color-flecked Herringbone Tweed. Rayon Twill lining.

Colors: Black-and-White, Blue-and-White or Red-and-White Mixtures. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale, Page 23A. Shpg. wt., 4 lbs. 1 oz.

◆ 17 H 2613 . . . \$7.98

### Railroad-Stitched Hem

Choice of All Wool Covert **\$9<sup>98</sup>**  
or All Wool Fleece Each

Orchids to the boys for this copycat coat with its rounded lapels, hidden button-front closing and clever flap pockets. Stitched shoulders; back vent. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale, Page 23A. Shpg. wt., each, 3 lbs. 5 oz.

**Better Quality All Wool Covert** Earl-Glo Rayon Satin lining, guaranteed to wear two years.

◆ 17 H 2615—Covert Tan or Teal Covert. \$2 Down, on easy Terms; Cash, \$9.98

**All Wool Fleece;** Rayon Twill Lined

◆ 17 H 2616—Polo Tan 170, Navy or Aquatone 723. \$2 Down; Cash, \$9.98

Garments on these two pages marked with diamond ♦ shipped from New York. Order, pay postage, from nearest Mail Order House.

◆ PAGE 23B . . . JUNIORS' COATS



Sears Fashion Pages of  
**Dresses for Misses**  
begin here . . and continue  
through many pages  
that follow

How beautiful you are

**IN THESE MODERN . . . LAST-MINUTE FASHIONS**



For White Accessories, See Index

↑  
**It's New . . . to Wear**  
sheer pastel wool **\$598**  
all year 'round

Lightweight wool in light colors is 1941 Fashion news for Spring. This classic dress uses sheer All Wool in our best quality, for this rich style with yoke neck and a notch-collar effect; adds magnificent jewel-effect buttons and similar trim on belt. Four-gored skirt; Crown zip placket.

Colors: Pastel Beige 656, Cadet Blue 575 or Sunset Rose 429, Misses' Size Range: 12, 14, 16, 18, 20, 22. Size Scale, Page 26. Shpg. wt., 1lb. 8 oz.

↑  
**It's New . . . to Wear**  
vivid hand-screened  
rayon jersey print **\$598**

Rich colors, beautifully blended, make this print dress a style-winner of the Season! Knitted Rayon Jersey drapes beautifully thru the bodice, then sweeps into a softly flared skirt below the rayon-ribbon belt. Square, corded neck; pretty clips; Crown zip placket. Luxury, loveliness, value!

**Color:** Multi-color print. **Misses' Size Range:** 14, 16, 18, 20, 22 only. **State size;** see Size Scale on Page 26. **Shipping weight,** 1 pound 6 ounces.

◆ 31 H 5505 ..... \$5.98

↑  
It's New . . . to Wear  
a front-draped  
slim-hip dress **\$4<sup>98</sup>**

Smartest, newest silhouette of the year is this easy-to-wear frock with its graceful skirt that's front-draped in beautiful, figure flattering lines. Bodice has set-in midriff, draped neckline caught with a clip, and bloused back. Crown zip placket. Better Cellanese Rayon Crepe Romaine.

**Colors:** Lt. Teal Blue 673, Cadet Blue 575 or Sunset Rose 429. **Misses' Size Range:** 12, 14, 16, 18, 20 only. **Size Scale,** Page 26. **Shpg. wt.,** 1 lb. 8 oz.

Garments on these two pages marked with ♦ shipped from New York. Send your order to nearest Mail Order House, or for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House.





# Jacket Dresses IN MISSES' SIZES \$6.95 Each

This double-feature style gives you extra value  
A wear-alone dress plus a wear-with-all jacket

## In a Military Mood

Jacket and dress—trim as a West Point Cadet's uniform! Fitted, longer-length jacket has the new epaulet shoulders, gilt cross-sword trimming and fashion's four squared pockets. One-piece dress echoes its style . . . same square pockets, same clear-cut lines. Fly-front effect on bodice. Slim-over-hips skirt with low-placed flare for the new-silhouette! Crown zip placket. Self belts with both jacket and dress. Our best quality, fine-draping Celanese Rayon Crepe Romaine.

Colors: Navy or Cadet Blue 575

Misses' Size Range: 14, 16, 18, 20, 22 only. State size and color; see Size Scale, Page 26. Shipping weight, 2 lbs.

◆ 31 H 5515 . . . . . 2 Pcs., \$6.95

## 3-Piece Change-Around

Dressy new 3-piece costume—most for your money in beauty and practicality! Young button-trimmed bolero has soft roll collar. Separate waistband skirt is Crown zipped for trim fit, flared for fashion! Both of our best quality Celanese Rayon Crepe Romaine. The feminine in-or-out blouse with frilly "button-on" jabot, is our best white Rayon-outlined Cotton Lace in a pretty pattern. A trio sublime—ready and willing to mix with your other clothes!

Colors: Navy, Black or Persian Rose 323, each with White Blouse. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Size Scale, Page 26. Shipping weight, 1 lb. 12 oz.

◆ 31 H 5520 . . . . . 3 Pcs., \$6.95

## Full Length Coat Plus Dress

Most-wanted coat and dress costume—exceptional at this Sears-low price! Full-length coat uses tucks wisely for fashion's sleek-slim look. Smart unpressed-pleated fullness in both bodice and flared skirt. The dress is appealingly young with its pert bow-tie neckline and graceful gored skirt, Crown zip placket. Pretty flower and buttons in smart contrast-color. Both in our better quality Celanese Rayon Crepe Romaine.

Colors: Navy or Copen Blue 607 with matching belts; also White with Royal Blue belt.

Misses' Size Range: 14, 16, 18, 20, 22 only. State size and color; see Size Scale on Page 26.

◆ 31 H 5525—Shpg. wt., 2 lbs. 2 oz. . . . 2 Pcs., \$6.95

Numbers after color names refer to Color-Graph preceding first Index Page at back of book.  
For Junior Jury and Trimline Dresses See Index.



# HERE'S TO Youth!

A glorious Fashion Future lies ahead for you . . . in this jacket costume . . . the tucked frock . . . double-color dress or the brand-new bordered print



## \$3.98 Jacket and Dress, Crown Tested

Two-piece costume in this famous Rayon

Value triumph! Two-piece outfit that gives you the most in figure flattery, all-round usefulness. New longer-length fitted jacket with crisp notched collar and clever pocket tabs. Perfect-by-itself shirtwaist dress with removable white rayon bengaline collar. Our best quality Rayon French-type Crepe in tiny monotone print. Hand-washable in Lux.

Colors: Navy, Black or Brown grounds; each with White Print. Misses' Size Range: 14, 16, 18, 20, 22 only. Size Scale below. ♦ 31 H 5530—State size, color. Shpg. wt., 1 lb. 10 oz. 2 Pcs., \$3.98



## Dress-up Frock \$3.98

Enchantingly young one-piece dress with the new "two-piece look!" Rich little tucks trim the new longer-waisted figure moulding bodice.

The ruffled sheer white lingerie collar is easily removable. Self covered buttons, tie-back sash. Nicely flared skirt. In our best quality Celanese Rayon Crepe Serene.

Colors: Navy, Persian Rose 323, Aqua 675, or Black. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; see the Size Scale below. Shipping weight, 1 pound 8 ounces. ♦ 31 H 5535 . . . \$3.98

## New Color-Contrast \$4.98

2-Pieces

Dashingly young two-piece dress with this Season's new long-length blouse. It is exquisitely detailed, beautifully figure-moulded and closes with a Crown zip. Bodice-top skirt has unpressed-pleats. Both pieces are in our best Celanese Rayon Crepe Romaine.

Colors: Coral Pink 357 and Earth Brown 221; Copen Blue 607 and Cadet Blue 575; or Pastel Beige 656 and Black. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color; see Size Scale below. Shipping weight, 1 pound 10 ounces. ♦ 31 H 5540 . . . 2 pieces . . . \$4.98

## Stunning New Style \$2.98

A fashion-sensation at a sensational low price! A dramatic border print separates a wind-fall of white blossoms on a perfectly lovely dress. Handsome open neckline on fly-front bodice; front and back pleated skirt. Our best Crown Tested All Rayon French-type Crepe. Hand washable in Lux.

Colors: Soft Graymist, Persian Rose or Cadet Blue, each with White print. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color; see the Scale below. Shpg. wt., 1 lb. 6 oz. ♦ 31 H 5545 . . . \$2.98

It is worth while to MEASURE to make sure of getting a good FIT

Have someone else measure you. If you must measure yourself, do it in front of a mirror. Don't guess your size. Take your measurements each time you order, at ALL figure points listed in Size Scale. Measure over underwear. Hold tape measure tightly so that it presses lightly into your flesh.

Measure Bust around fullest part.

Measure Waist around smallest part.

Measure Hips around fullest part (7 to 9 in. below waistline). Important measurement, be accurate.

Measure Length down center back, from the collar line of your dress to garment hem.

When you have had these measurements taken—find your size in the one Size Range correct FOR YOU . . . in the Misses' Size Range as shown at right, or in the Shorter Women's, Women's, Stout Women's or Juniors' Size Ranges shown on other pages. Then check with merchandise description of garment you order, to be sure it comes in your Size Range. Perfect fitting means perfect style—take time to measure. Your Size is determined by actual body measurements.

Make no allowance whether you are ordering a coat, dress, or utility garment. If you come between two body sizes, order the smaller size. NOTE: Not all garments come in all the sizes listed below. See each description for the size you want.

Size Scale for Misses' Dresses									
Size: . . . . .	12	14	16	18	20	22			
Bust: . . . . .	30	32	34	36	38	40 inches.			
Waist: . . . . .	24	26	28	30	32	34 inches.			
Hips: . . . . .	33	35	37	39	41	43 inches.			
Length: . . . . .	42	42½	43½	44	44½	45 inches.			





# Daisy-Fresh DRESSES

Spring-thru-Summer styles for Misses . . . in rich dark colors, frosty white, or tender pastels. Easy to have on Easy Terms; see the Inside Back Cover.



## Sharkskin Wins

**\$2<sup>98</sup>**

Button-front

Gleaming white Rayon Sharkskin in a young, young coat style! Slides over your figure in sleek, young princess lines. Gilt buttons follow the scallops all the way down. Two cute pleated pockets; cuffed sleeves. Tie-back sash for trim fit. It's our best quality and is hand washable in gentle Lux suds. Have it in the white . . . and in heavenly aqua, too! Exciting value!

Colors: White or Aqua 675. Misses' Size Range: 12, 14, 16, 18, 20 only. State size and color; Size Scale on opposite page. Shipping weight, 1 lb. 6 oz. ♦31 H 5550 . . . \$2.98

## Eyelet Jersey

**\$4<sup>98</sup>**

Rich Value and Style

Captivating young dress in a style hard-to-find under \$6.98 . . . yours here at Sears-Roebuck for much less!

The eyelet embroidered knitted Rayon Jersey is the perfect choice for this smart simple shirt-waist style. Plain un-embroidered Jersey fashions the flattering revers, bodice trimming and belt. Opens to waist; gracefully flared skirt.

Colors: White, Medium Rose or Black. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Size Scale, opposite page. Shipping weight, 1 lb. 6 oz. ♦31 H 5555 . . . \$4.98

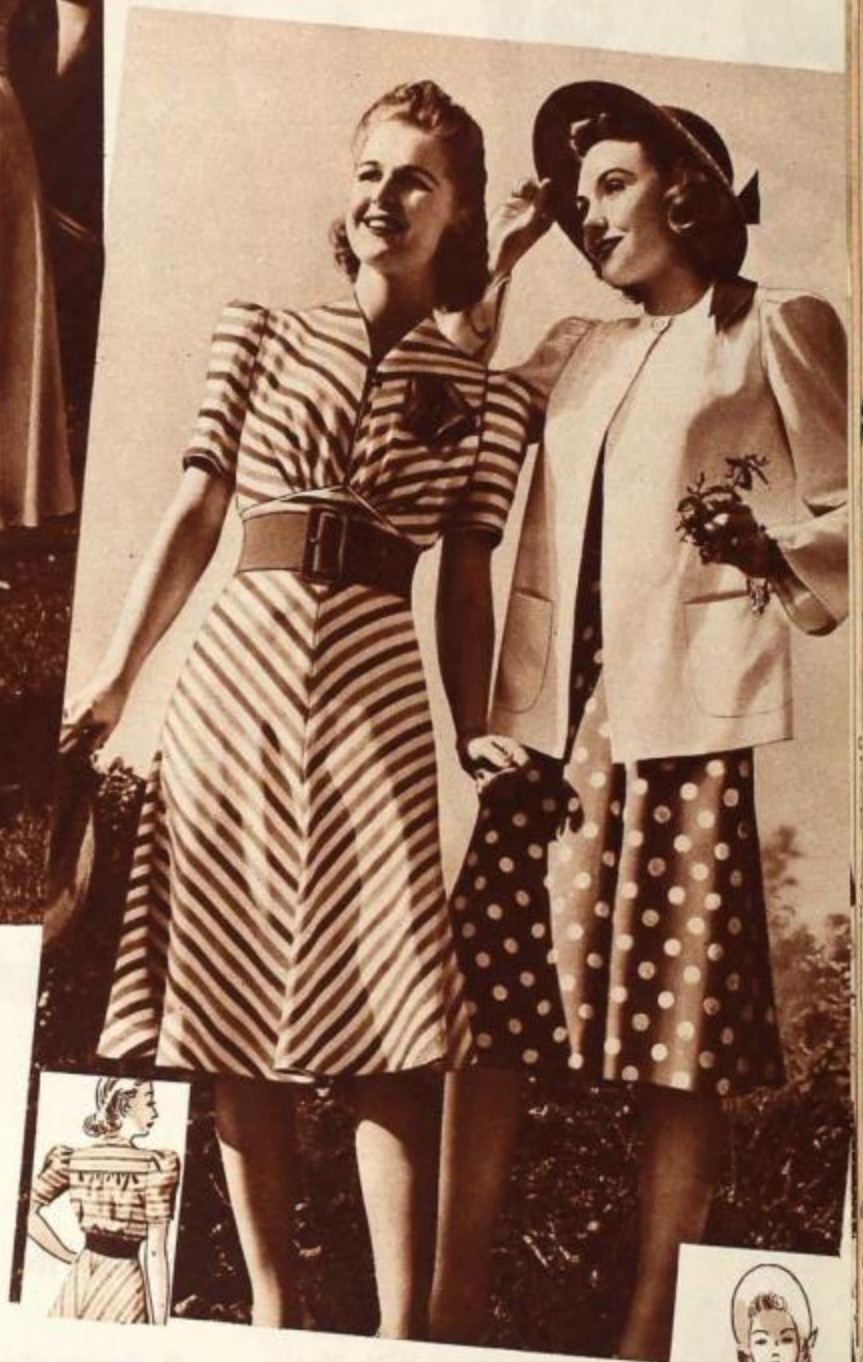
## New Fabric Hit

**\$3<sup>98</sup>**

Rayon Shantung

The smartness of our best Rayon Shantung is enhanced by the sun-gold glitter of the glorious hand-embroidered eagle emblem and the row of bright gilt buttons. Both are important new fashion ideas . . . in a smart new dress! It's softly detailed, very becoming with convertible neckline and Crown zip placket closing.

Colors: White, Pastel Beige 656, Clay Brown 668 or Aqua 675. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Size Scale, opposite page. Shipping weight, 1 lb. 6 oz. ♦31 H 5560 . . . \$3.98



## Multi-color Stripes

Rayon **\$2<sup>98</sup>**  
Sharkskin

Colorful woven stripes in our best Rayon Sharkskin—a double feature in fashion and value! Gathered bodice has an enameled Crown zip front closing. Free-flared skirt. Smart contrast in wide belt and pert hanky. A wonderful dress with a "looks-expensive" air!

Colors: Multi-color stripes (Red, Black and White). Misses' Size Range: 14, 16, 18, 20, 22 only. State size; Size Scale, opp. page. Shpg. wt., 1 lb. 4 oz. ♦31 H 5565 . . . \$2.98

## Coat and Dress

**\$3<sup>98</sup>**  
Complete

Two pieces for the price you'd pay for one! Coin-dot print dress with bow-trimmed neckline and leather-like belt; our best Spun Rayon Sail-Along. Rayon Sharkskin shorty-coat to wear with it, and everything else.

Colors: White jacket with Navy, Rose or Black dresses; each with White Print. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; see Size Scale on opposite page. Shipping weight, 1 lb. 10 oz.

♦31 H 5570 . . . 2 Pieces, \$3.98



Garments on these two pages marked with a ♦ are shipped from our Fashion Headquarters in New York City. Send your order to Sears nearest Mail Order House or, for these garments alone, you may send your order directly to New York. You only pay postage from nearest Sears Mail Order House.



RED-WHITE-AND BLUE

## and You!

It's new to wear your country's colors and newest to wear them in this smart 2-piece bolero dress!



## Keep That Date IN A SHEER!

### A Lace Dress With Slip

**\$6.98**

Evening Length

**\$5.98**

Daytime Length

One of our loveliest dressy frocks in a prettily flower-patterned Lace combining Cotton, Rayon and Silk. This lovely superior quality fabric is generally found in dresses at \$9.98 or more; was made possible at this low price only by a Sears special purchase! Youthful, exquisite, pin-tucked V-bodice, flower-trimmed, and a flaring gored skirt. Full-cut, rayon taffeta slip in color to match dress. Perfect for dress-up 'occasions'. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Scale, Page 26. Shipping weight, each, 1 lb. 6 oz.

#### Daytime Length

◆31 H 5575—Sunset Rose, Deep Copen Blue, Navy Blue or Beige.....\$5.98

Evening Length—About 59 inches long.

◆31 H 5578—Rose Pink, Soft Blue (Lavender Cast), White.....\$6.98

### B Rayon Marquisette

**\$2.98**

Rayon Slip Included

Pretty white applied flower-pattern on a dark sheer Rayon Marquisette dress! Fluted white frills on sleeves and embroidered Organdy collar, for feminine flattery, are removable. Soft self sash nips the flared skirt. Rayon taffeta slip in color to match dress. A wonderful value at this Sears-Roebuck low price!

Colors: Navy, Black or Wine, White applied pattern. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Size Scale, Page 26. Shipping weight, 1 lb. 2 oz.

◆31 H 5580.....\$2.98

### C Filmy, Sheer Top

**\$4.98**

Contrast Fabrics and Colors

Fashion's talked-about color contrast in a most-popular young sheer-topped dress! Hand-smocked bodice with graceful sleeves of cobweb-sheer Rayon Chiffon. Lovely necklace included! Gored skirt of our better Celanese Rayon Crepe Romaine.

Colors: Copen Blue 607 blouse with Navy skirt; Aqua 675 with Black; or Coral Pink 357 with Earth Brown 221. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size, color; Size Scale, Page 26. Shipping weight, 1 lb. 6 oz.

◆31 H 5585.....\$4.98

### D New Striped Trim

**\$3.98**

Two Fabric Combination

Striking new bolero dress in a blaze of patriotic stripes! Young lines, beautifully cut! Blouse top of dress...bolero lapels and cuffs of striped Crown Tested Rayon French-type Crepe. Bolero and front-fulled skirt of our best Celanese Rayon Crepe *Serene*... leather-like belt.

Colors: Royal Blue with Red-and-White stripes, White with Royal Blue-and-White. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color; Size Scale, Page 26. Shpg. wt., 1 lb. 12 oz.

◆31 H 5590.....\$3.98



READ WHY THESE DRESSES ARE  
SO DESIRABLE . . . READ WHY THEY

## Cost so Little

- BETTER STYLING . . . Sears experts select the winning fashions for you
- BETTER QUALITY . . . Sears pick fabrics for beauty and wear
- BETTER VALUE . . . Big buying power earns savings for us, and our customers

**\$2.98** ~~\$3.98~~  
Each Value



### Ⓐ All Bemberg Rayon Sheer

Youthful dress in a monotone print—ideal for any occasion! The face-flattering, white organdy collar . . . embroidered, and edged in lace . . . is removable. Bodice is one lovely long moulded line, right down to the new lowered waistline, where shirring gives the skirt a rhythmic fullness. All Bemberg Rayon; hand washable in Lux.

Colors: Navy, Sunset Rose or Copen Blue Grounds; each with White Print. Misses' Size Range: 14, 16, 18, 20, 22. State size, color; Scale, Page 26.

♦ 31 H 5595—Shpg. wt., 1 lb. 4 oz. . . . \$2.98

### Ⓑ Young Two-Piece

Help yourself to fashion and flattery with this charming two-piece dress in a monotone print. Slick-fitted jacket flaunts lace edged, embroidered white organdy collar and cuffs (removable), and glittering buttons down the front. New side-opened pockets! Separate waistband skirt with a low-placed flare! Our best Crown Tested Rayon French-type Crepe, hand washable in Lux.

Colors: Navy, Sunset Rose, Copen or Aqua; each with White Print. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Size Scale, Page 26.

♦ 31 H 5605—Shpg. wt., 1 lb. 4 oz. 2 Pcs. \$2.98

### Ⓒ Lovely Lace Dress

Discover how young and flattering a flower-patterned cotton lace dress can be . . . how low-priced our good quality is at Sears-Roebuck! A decorative Crown zip closing runs from small rever collar to the high-rising young waistline of the flaring skirt. Self belt calls attention to your tiny waistline. Simple, yet dressy! (Slip not included.)

Colors: Sunset Rose, Copen Blue, White or Beige. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Size Scale, Page 26.

♦ 31 H 5600—Shpg. wt., 1 lb. 6 oz. . . . \$2.98

### Ⓓ Exciting Fabric Value!

Never have Sears sold a dress in this better quality Celanese Rayon Crepe Romaine at this startlingly low price! Now we bring you this fabric, in a wonderfully simple dress, especially designed for dramatic accessory changes. It's shirred and draped over bust; has new longer waistline . . . smooth and slim until it meets the shirred, front-fulled skirt! Novelty pin.

Colors: Navy, Black, Persian Rose 323 or Light Teal 673. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color; Size Scale, Page 26.

♦ 31 H 5610—Shpg. wt., 1 lb. 6 oz. . . . \$2.98

### Ⓔ Plain Colors or Twin Dots

New-fashioned color contrast in a young casual dress! Striking light color used in convertible-collared bodice front. Buttons to waist; pockets. Bell sleeves and yoke back match color of unpressed pleated skirt. Hand-washable in Lux.

Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Size Scale, Page 26. Shpg. wt., ea., 1 lb. 6 oz.

Our Best Nubby-textured Spun Rayon Sail-Along

♦ 31 H 5615—Plain: Pastel Beige 656 with Earth Brown 221, Copen 607 with Cadet Blue 575 or Red 311 with White.

Our Best Crown Tested All Rayon French-type Crepe

♦ 31 H 5618—Print: Navy with White or Med. Rose with White; each with reverse color dots . . . . . \$2.98

Sears Easy Terms are available on orders of \$10 or more; the Inside Back Cover explains this simple, modern method of buying; learn how easy it is to have more and lovelier clothes

≠ □ ◇ PAGE 29 . . . MISSES' DRESSES



# Sears Quality Cottons... Style-Right

ALL-AMERICAN FASHION.. DRESSY OR CASUAL FROCKS

SANFORIZED-SHRUNK

## Cotton Pique

**\$1.98**  
EACH

Would Cost  
You At Least  
\$2.98 Elsewhere

For Misses, Women, Shorter Women



Also in  
Sheer  
Muslin

Our finest Sanforized Cotton Pique (max. shrinkage 1%). Keeps its size, shape, color! Wash in LUX. The Season's most popular fabric, exceptionally low-priced.

### ← Adorable Dirndl

Cloud-white Cotton Pique bodice-top with a young squared neckline and buttons to match glorious stripes of the attached, full-gathered skirt! All-round sash, roomy flap pockets.  
**Colors:** Skirt—White with Red-and-White stripe, Royal Blue-and-White, or Green-and-White; All Tops White. **Misses' Size Range:** 12, 14, 16, 18, 20 only. **State size, color;** Scale, opp. page. **Shpg. wt.,** 1 lb. 2 oz.  
♦31 H 5620.....\$1.98

### Gay Ric-Rac Trim

Sleek young Cotton Pique princess dress with a speedy zip-front closing to below the slim-fitted waistline. Bright ric-rac on sleeves, pouch pockets and young collar. Tie-back sash nips a flared skirt.  
**Colors:** White with Red trim or Copen Blue 607 with White. **Misses' Size Range:** 12, 14, 16, 18, 20 only. **State size, color;** Size Scale, opposite page. **Shpg. wt.,** 1 lb. 2 oz.  
♦31 H 5625.....\$1.98

### Shorter Women's

Embroidered eyelet Pique is charmingly used for a yoke front and back... and for sleeves on this new button-front Pique dress! Open neckline, draped bodice and flaring skirt are young, flattering details!  
**Colors:** Sunset Rose 429, Copen Blue 607 or White. **Shorter Women's Size Range:** 16½, 18½, 20½, 22½, 24½, 26½. **State size, color;** Size Scale, Page 38. **Shpg. wt.,** 1 lb. 2 oz.  
♦31 H 5785.....\$1.98

### Stripes for Women

Smart and simple button-front dress with convertible collar and hip-slimming stitched-down pleats, yoke back. Two flap pockets.  
**Color:** Multi-color stripe: Red, White, Blue predominating. **Women's Size Range:** 34, 36, 38, 40, 42, 44. **State size;** Scale, Page 34B. **Shpg. wt.,** each, 1 lb. 6 oz.  
**Sanforized-Shrunk Pique**  
♦31 H 5745.....\$1.98  
**Sheer Cotton Muslin**  
(Not Sanforized)  
♦31 H 5748.....\$1.98

Numbers after color names refer to Color-Graph preceding first Index Page at back of book.

30... SEARS, ROEBUCK AND CO. ✕



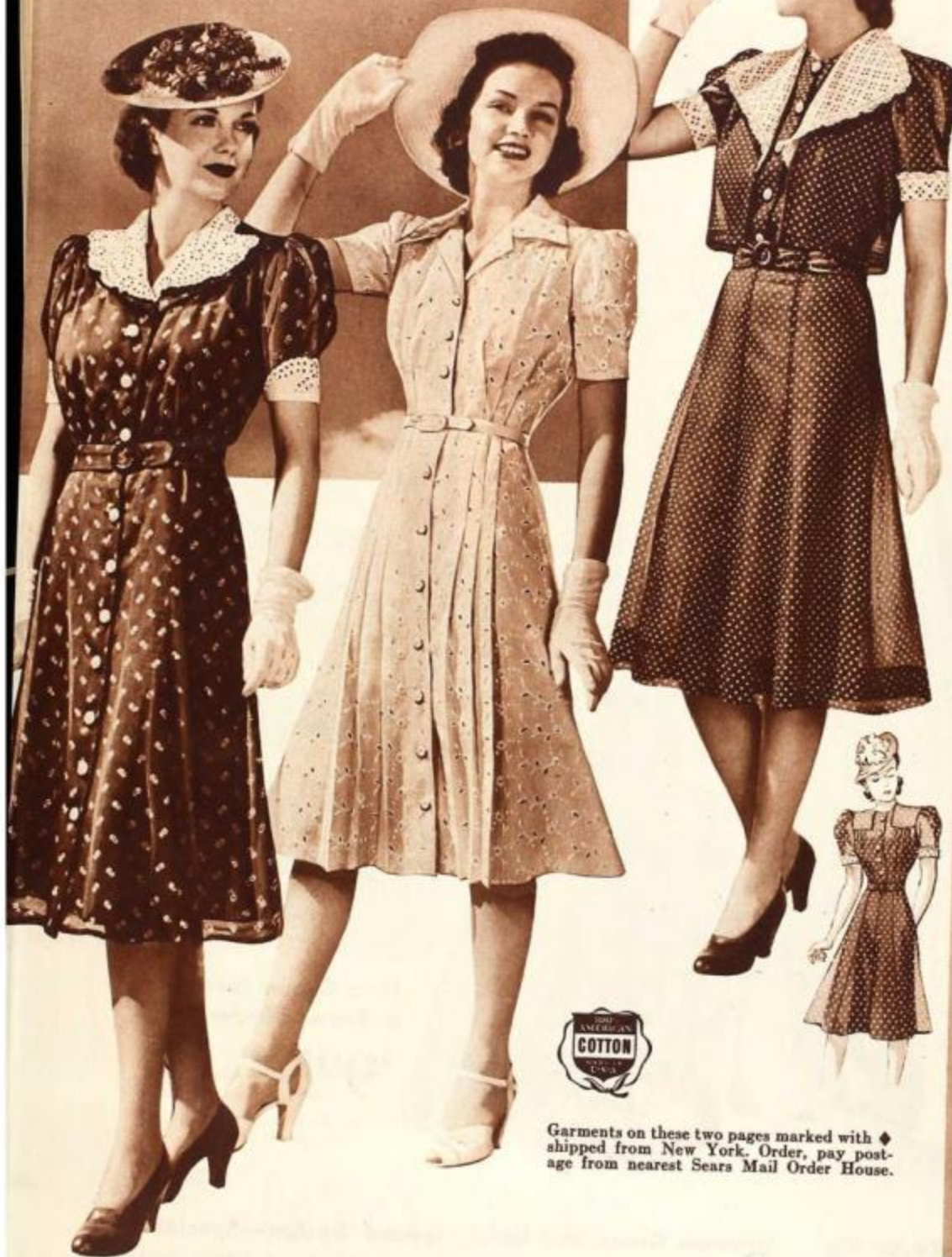
# ... Fashion-Right

FOR DAY-LONG WEAR

HAND WASHABLE IN LUX  
Novelty Cottons

\$1.98  
EACH

Would Cost You  
At Least \$2.98  
Elsewhere



Garments on these two pages marked with ♦ shipped from New York. Order, pay postage from nearest Sears Mail Order House.



Our finest Novelty Cottons in attractive prints, unusual textures. Beautifully detailed in 3 Size Ranges for Misses, Women, Stout Women.

## Trimline—2 Fabrics

Smart, slimming button-front dress with removable white collar and cuffs of eyelet embroidered cotton pique. Yoke back. Women's Size Range: 36, 38, 40, 42, 44. Stout Women's Size Range: 43, 45, 47, 49, 51, 53. Size Scales, Page 63A. State size and color. Shpg. wt., ea., 1 lb. 4 oz. Sheer Cotton Voile ♦31 H 5875—Navy or Black; each with White Applied Pattern. \$1.98 Sanforized-Shrunk Cotton Broadcloth (max. shrink. 1%). ♦31 H 5878—Floral Print. \$1.98

## Eyelet Pique

A truly exceptional value! Beautifully patterned, embroidered eyelet Cotton Pique dress—ready for any occasion! Lovely button-front lines, slim-hipped front-pleated skirt and a casual young open neckline are its smart features! Leather-like belt. Vat dyed colors to make it washable. Colors: Copen Blue, White, Princess Yellow or Sunset Rose. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; see Size Scale at right. Shipping weight, 1 lb. 4 oz. ♦31 H 5630. \$1.98

## Dotted Cotton Voile

Smart two-piece bolero dress in a Sheer Flock Dot Voile, showered with sparkling white applied dots! Fresh white embroidered eyelet cotton pique collar and cuffs are removable. The brief young sleeveless bolero slips over a complete short-sleeved dress which buttons to waist; has a lively flare to its skirt. Wash in Lux. Colors: Navy or Black, White dots. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Size Scale, right. Shipping weight, 1 lb. 4 oz. ♦31 H 5633. \$1.98

## Poplin or Muslin in Twin Prints

Slim-fitted princess dress with pointed collar, and insets all around the whirling skirt in reverse print—fashion's newest color-contrast borrowed from dresses at high-up prices. Waist-nipping tie-back sash. Colors: Copen, Rose or Green Grounds; each with White print. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color; Scale below. Shpg. wt., ea., 1 lb. 6 oz. ♦31 H 5636—Cotton Poplin ♦31 H 5638—Sheer Muslin. Ea. \$1.98

## Measure . . . to get a Good Fit

Page 26 explains the best and quickest way to use Size Scale below. Read Page 26 before ordering.

Size Scale for Misses' Dresses									
Size:	12	14	16	18	20	22			
Bust:	30	32	34	36	38	40 in.			
Waist:	24	26	28	30	32	34 in.			
Hips:	33	35	37	39	41	43 in.			
Length:	42	42½	43½	44	44½	45 in.			





# Gala Gowns FOR PARTIES

AND WEDDINGS, GRADUATIONS, PROMS AND DANCES



Here Comes the Bride  
in Rayon Slipper Satin

**\$998** \$2.00 Down  
Cash on Easy Terms

For the lovely Bridal Veil  
pictured, see Page 475

## Sheer Dress—Rayon Slip

Both **\$4.98**  
For only

Our Best Quality All Rayon Net  
Trimmed with Grosgrain Ribbon

"Moonbeam"—Demurely feminine gown of flower-fresh filmy Rayon Net. Ballet bounce-skirt is dreamily full below a stem-slender, set-in waistline. Frilly self-ruching sets off the lovely neckline; full puffed sleeves. Rayon grosgrain ribbons and bows give it more than its share of drama! Rayon Taffeta slip in same color as the dress. Dress about 59 inches long. Value and beauty!

Colors: Rose Pink 401, Lt. Blue 553 or White. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size and color; see Size Scale on Page 31. Shipping weight, 1 lb. 8 oz.

◆ 31 H 5639.....\$4.98

## Glamour Gown and Hat

**\$3.98** **\$2.98**

Organdy  
with slip

Rayon  
Taffeta

"Irresistible" young dress with saucy evening hat! Corded and shirred bodice. Set-in waistline; tie-back sash; waltz-wide skirt. About 59 in. long. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color; Size Scale, Page 31. Shpg. wt., each, 1 lb. 8 oz.

Our Best All Rayon Taffeta  
Shadow-patterned brocade effect.

◆ 31 H 5642—Bright Rose, Aqua 675, White or Lt. Blue 553. \$2.98

Our Finer Permanent-Finish Flock Dotted Cotton Organdy—smart 1941 evening fabric! White Rayon Taffeta slip included.

◆ 31 H 5644—White with White Dots or White with Red Dots.....\$3.98

## Special Design—Special Price

You—on that day of days—a never-to-be-forgotten vision of loveliness in Sears beautiful young bridal gown. It's a young, demure Victorian style, specially designed for Sears-Roebuck; has exquisite Silk, Rayon and Cotton Chantilly-type lace set-in at neckline and at the ring-size waistline which ends in a deep flattering V in back. Long wrist-pointed sleeves with self-covered buttons. Self-covered button loop-closing at back, too.

Our best quality, firm-textured Rayon Slipper Satin drapes in soft gleaming folds over the bosom and falls in a lavish shining train.

The careful workmanship and quality details in this perfect gown would cost you much, much more anywhere else.

Color: White only.

Misses' Size Range: 12, 14, 16, 18, 20, 22. State size; Size Scale, Page 31. Shipping weight, 2 pounds 6 ounces.

◆ 31 H 5646—\$2 Down.....Cash, \$9.98

## Hooded Evening Wrap

**\$4.98** Quilted Celanese  
Rayon Taffeta

Young, boxy style with attractive hood (attached) to flatter you and protect a hair-do! Two pockets. Exquisite scroll-patterned quilting. Celanese Rayon Taffeta lining. The perfect wrap to add glamour to dress-up occasions! About 25 inches long.

Colors: White or Black. Misses' Size Range: 12, 14, 16, 18, 20. State size, color; Size Scale on Page 54. Shipping weight, 1 pound 12 ounces.

◆ 17 H 2433.....\$4.98





2 Shades or  
2 colors combine  
in soft harmony

**\$298**



All One Color  
new flattering  
silhouette

**\$398**



Flash of White  
against dark  
skirt and bolero

**\$498**

## Color's the News THIS SEASON!

Treat yourself to these tawny browns, heavenly blues, rose and mossy greens!  
Money-savers...all available on Sears Easy Payment Plan. See Inside Back Cover!

Twin Print  
coat and dress...  
extra value

**\$598**

**A TWO COLORS** make this one-piece dress twice as smart! Plus features are its graceful long sleeves, convertible collar and "lovers-knot" belt. Shoulder shirring and tucked waistline for figure fit. Gathered yoke back. Our best Celanese Rayon Crepe *Serene*—a new, fine-draping fabric.  
**Colors:** Copen Blue with Cadet Blue, Coral Pink 357 with Brown 221 or Pastel Beige 656 with Black.  
**Misses' Size Range:** 14, 16, 18, 20, 22 only. **State size, color;** Scale, Pg. 31. Shpg. wt., 1 lb. 8 oz.  
◆ 31 H 5650.....\$2.98

**B FASHION'S** talked-about two-piece look in a stunning new dress! Pert peplum with narrow self ruffle above a new slim-but-free skirt... more of the same ruffles around an exquisitely detailed pleated yoke! Gilt-eagle pin at neckline. Crown zip closing; tie-back sash. Our better quality Celanese Rayon Crepe *Romaine*.  
**Colors:** Sunset Rose, Copen Blue 607, Navy or Black. **Misses' Size Range:** 12, 14, 16, 18, 20, 22. **State size and color;** Size Scale on Page 31. Shpg. wt., 1 lb. 8 oz.  
◆ 31 H 5655.....\$3.98

**C 3-PC. SENSATION!** Big buttons hold gored skirt and blouse together! (Unbutton to launder blouse alone!) The bolero over this smart twosome completes your spring-into-summer costume. Self pleats trim collar of Celanese Rayon Crepe blouse and removable cuffs of bolero. Snowy print on our best Celanese Rayon Crepe *Serene*.  
**Colors:** Clay Brown, Navy or Black; each with White Print. **Misses' Size Range:** 14, 16, 18, 20, 22 only. **State size, color;** see Size Scale on Page 31. Shpg. wt., 2 lbs. 3 oz.  
◆ 31 H 5660.....\$4.98

**A COSTUME** of great elegance and usefulness—the three-button coat of luxurious Rayon Chiffon worn over a slim, shapely dress of Crown Tested Rayon French-type Crepe. Both our best quality fabrics, both in a fascinating twin white monotone print. Four ruffle-shirred pockets, softly notched collar and floating grace of line distinguish the coat. The dress is complete in itself, unbuttons to the belted waistline. Has becoming V neckline and fashion's newest slim-over-hip gored skirt.  
**Colors:** Moss Green, Clay Brown or Bright Navy Blue, each with White Monotone Print.  
**Misses' Size Range:** 14, 16, 18, 20, 22 only. **State size, color;** see Size Scale on Page 31.  
◆ 31 H 5665—Shipping wt., 1 lb. 10 oz....\$5.98

◆ Garments on these two pages shipped from New York. Send order to nearest Mail Order House, or, for these garments alone, send order to New York. Pay postage from nearest Mail Order House.





# Cubana Cloth

## A SENSATIONAL SUCCESS FABRIC

4-STAR FEATURE  
with four great  
value points:



- ★ New Rayon fabric, usually found in dresses twice Sears prices
- ★ Has crisp, porous texture; linen-like finish; defies wrinkles
- ★ Clear rich colors are equally handsome in print or plain; in light shades or dark
- ★ Tested washfast; safe in LUX



### Print or Plain

Spun Rayon  
Cubana Cloth **\$2.98**

Sleekly fitted midriff on softly styled one-piece casual dress! It unbuttons to waistline, has new front-fulled skirt.

**Misses' Size Range:** 12, 14, 16, 18, 20 only. **State size, color;** see Size Scale on Page 31. Shipping weight, ea., 1 lb. 6 oz.

◆31 H 5680—New Print Pattern features White-on-Color; Green, Sunset Rose, Copen, Clay Brown Grounds... **\$2.98**

◆31 H 5683—Plain Colors: Yellow (small view), Sunset Rose 429, Copen Blue 607... **\$2.98**

### Dress Plus Jacket

Spun Rayon  
Cubana Cloth **\$3.98**

Light with bright—fashion's newest color scheme, in a gilt-buttoned cardigan jacket that tops a classic dress with convertible collar, yoke back; leather-like belt. Perfect together or apart, special value.

**Colors:** White dress with Red or Royal Blue jacket; or Pastel Beige 656 with Earth Brown 221 jacket. **Misses' Size Range:** 14, 16, 18, 20, 22 only. **State size, color;** see Size Scale, Pg. 31. Shipping weight, 1 lb. 10 oz.

◆31 H 5675 ..... **\$3.98**

### Striped or Plain

Spun Rayon  
Cubana Cloth **\$2.98**

Side-button closing and clever yoke collar are stop-traffic fashion news on this exciting new dress! Leather-like belt; flared skirt. Wash in LUX.

**Misses' Size Range:** 14, 16, 18, 20, 22 only. **State size, color;** see Size Scale, Page 31. Shipping weight, each, 1 lb. 6 oz.

◆31 H 5685—Candy Stripe: Clay Brown-and-White, Red-and-White, Royal Blue-and-White.

◆31 H 5688—Plain Colors: Copen Blue (small view), Sunset Rose 429 or White, Ea., **\$2.98**

**\$3.98**

### New 2-Piece Dress

Spun Rayon Cubana Cloth (dotted)

Fashion-excitement in a new longer jacket, and slimmer skirt with slot pleat in front to give you freedom when you walk. Enamel flag pin on removable white rayon bengaline collar; self-collar beneath.

**Colors:** Navy, Persian Rose or Clay Brown grounds, White Dots. **Misses' Size Range:** 14, 16, 18, 20, 22 only. **State size, color;** see Size Scale on Page 31.

◆31 H 5670—Shipping weight, 1 lb. 6 oz., ..... **\$3.98**





# Jacket Dresses That Give You Double Value

They are perfect together . . . perfect apart. A twosome for the price of one!  
Featuring dresses in good quality Rayons, with these great value-points!

- 1 Dressy, wearable young Spring-through-Summer styles in sizes for Misses and Women.
- 2 Each dress looks smart and complete when worn alone.
- 3 Becoming new prints and plain colors; every one hand-washable in gentle LUX suds.
- 4 Smartly detailed with detachable white trims, flower corsages and novelty buttons. All dresses have snap plackets, generous hems.

VALUE  
~~\$3.98~~ **\$2.59**  
AT SEARS  
ONLY . . . Each

A SEARS-SEVER VALUE



## Misses' and Women's Sizes

Sears exclusive *Granitapun* . . . a richly textured, dull Spun Rayon . . . in a sleeveless bolero over a handsome dress. Rows and rows of buttons; removable white cotton lace collar. Front shoulder yoke; front gored skirt. Colors: Navy or Black. Misses' Size Range: 14, 16, 18, 20 only. Size Scale, Page 31. Women's Size Range: 40, 42, 44 only. Size Scale, Page 34B. State size, color.  
♦ 7 H 7060—Shpg. wt., 1 lb. 4 oz. . . **\$2.59**

## Young Style . . . Young Dot Print!

Sleeveless jacket tops a gay young dress, with tricky new buttons, and softly gathered cardigan neck. Front gores give skirt a lively flare. Spun Rayon *Rambeline*; shantung-textured. Colors: Navy, Aqua Blue or Rose; each with White dots. Misses' Size Range: 14, 16, 18, 20 only. See Scale on Page 31. Women's Size Range: 40, 42, 44 only. Size Scale on Page 34B. State size, color. Shipping weight, 1 lb. 4 oz.  
♦ 7 H 7063 . . . . . **\$2.59**

## In Two Fabrics

Fresh white embroidered organdy and cotton lace "icing" on young sleeveless bolero and dressy frock! Trim comes off easily; wear your jewelry for a change! Flared skirt is gracefully gored.

Misses' Size Range: 12, 14, 16, 18, 20 only. State size and color; Size Scale on Page 31. Shipping weight, each, 1 pound 4 ounces.

Exclusive *Granitapun* Rayon Dull with rich, smart texture.

♦ 7 H 7040—Navy Blue or Sunset Rose 429 . . . **\$2.59**

Crisp, Swishy Rayon Taffeta  
♦ 7 H 7041—Navy only . . . **\$2.59**

## Wear Thru Summer!

Fitted jacket with removable white eyelet cotton pique collar, unbuttons to reveal a stunning dress! Exquisitely detailed bodice, trimmed with the same buttons as jacket. Front-gored skirt has a lovely swing . . . buckle belt. Spun Rayon *Rambeline*; shantung-textured.

Colors: Rose, Copen Blue or Navy grounds; Floral print.

Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color. Scale, Page 31. Shipping weight, 1 lb. 4 oz.

♦ 7 H 7043 . . . . . **\$2.59**

Numbers after color names refer to Color-Graph preceding the first Index Page in back of book. Garments on these two pages marked with ♦ shipped from New York. Order and pay postage from nearest Sears Mail Order House.

≠ 2 PAGE 34A . . . MISSES', WOMEN'S DRESSES



*Anne Williams* CALLS THESE  
THE PERFECT . . . MOST-WANTED DRESSES

## For Youthful Women

Newest editions of the perfect classic dress that's famously becoming to all figures and types, and adaptable to all occasions. Sears offer these smart 1941 versions in Women's Sizes 34 to 44 . . . especially proportioned for TRUE-FIT in these THREE LENGTHS:

Average Length: For women 5 ft. 3½ in. to 5 ft. 7 in.

Longer Length: For women 5 feet 7½ . . . or taller

Shorter Length: For women 5 feet 3 in., and under

### Ⓐ The Perfect Dressy Version

**\$3.98** In White Dots  
Each or Plain Colors

Anne Williams knows that nothing equals the youth and beauty of a softly detailed, feminine and dressy frock like this. Wisely styled with exquisite details, as deep shirring at shoulders and waistline, pretty new bell type sleeves and buttons that match the dress. Unpressed pleats in front of skirt, panel back. Detachable white rayon bengaline collar and under-cuffs, as found in much higher-priced garments. In our better quality Rayon Crepe Romaine. Crown zip placket.

State size and color. Shipping weight, each, 1 lb. 6 oz.

**White Applied Dots:** On Navy, Black or Persian Rose Grounds. Women's Size Range in 2 lengths: 34, 36, 38, 40, 42, 44. Size Scale below.

◆ 31H5708—Average Length  
◆ 31H5710—Longer Length  
Each . . . . . \$3.98

**Shorter Women's Size Range:** 16½, 18½, 20½, 22½, 24½, 26½. Size Scale, Page 38. Same colors as above.

◆ 31H5712—Shorter Length  
Each . . . . . \$3.98

**Also in Plain Colors:** Navy Blue or Black. Women's Size Range in 2 lengths: 34, 36, 38, 40, 42, 44. Size Scale below.

◆ 31H5709—Average Length  
◆ 31H5711—Longer Length  
Each . . . . . \$3.98

**Shorter Women's Size Range:** 16½, 18½, 20½, 22½, 24½, 26½. Size Scale, Page 38. Same colors as above.

◆ 31H5713—Shorter Length  
Each . . . . . \$3.98

### Ⓑ The Perfect Casual Version

**\$3.48** In Floral Stripe  
Each or Plain Colors

Anne Williams knows that the buttoned front casual dress is a woman's best Fashion-friend. She brings you this perfect 1941 casual edition in crisp, new semi-sheer Spun Rayon that's hand washable (use Lux), colorfast, wrinkle-resistant! Gives you great value, rich beauty, long wear! The dress features a slot-pocket, skirt has unpressed pleats in the front; panel back.

State size and color. Shipping weight, each, 1 lb. 6 oz.

**White Blossom Print:** On Aqua Blue, Gray or Rose Grounds. Women's Size Range in two lengths: 34, 36, 38, 40, 42, 44. Size Scale below.

◆ 31H5700—Average Length  
◆ 31H5702—Longer Length  
Each . . . . . \$3.48

**Shorter Women's Size Range:** 16½, 18½, 20½, 22½, 24½, 26½. Size Scale, Page 38. Same colors as above.

◆ 31H5704—Shorter Length  
Each . . . . . \$3.48

**Also in Plain Colors:** Copen Blue 607 or Sunset Rose 429. Women's Size Range in two lengths: 34, 36, 38, 40, 42, 44. Size Scale below.

◆ 31H5701—Average Length  
◆ 31H5703—Longer Length  
Each . . . . . \$3.48

**Shorter Women's Size Range:** 16½, 18½, 20½, 22½, 24½, 26½. Size Scale, Page 38. Same colors as above.

◆ 31H5705—Shorter Length  
Each . . . . . \$3.48

### Have You Met Anne Williams?

She is our alert style adviser . . . at your service! Write to her for friendly help on fashion problems. Please address her at nearest Sears Mail Order House.



#### Size Scale for Women's Dresses

Refer to Page 26 for How to Measure

Size . . . . .	34	36	38	40	42	44
Bust . . . . .	34	36	38	40	42	44 inches
Waist . . . . .	28	30	32	34	36	38 inches
Hips . . . . .	38	40	42	44	46	48 inches
Average Lengths; If your height is 5 ft. 3½ in. to 5 ft. 7						
inches . . . . .	44	44½	45	45½	46	46½ inches
Longer Lengths; If your height is 5 ft. 7½ inches or over						
. . . . .	46½	47	47½	48	48½	49 inches
Shorter Lengths; See Shorter Women's Size Scale, Pg. 38						







## NEW DRESSES WITH RADIANT **Young Charm**

These two pages . . . and the two that follow, show you Sears smart new group of young-looking Misses' styles ESPECIALLY CUT in Women's Sizes 34 to 44

### Frilled Collar on a Fine Fabric

Celanese Rayon  
Crepe Romaine

**\$4.98**

Slender young button-front dress . . . made of our best quality semi-sheer Rayon with woven self rib, and enhanced by flashing white lingerie. A way-above-usual buy at Sears value price! Collar and cuffs of permanent-finish organdy with embroidered edges are easy to remove and to wash in Lux. Smartly placed tucks slenderize your waistline; shirred yoke back. There's a young lilt to the skirt! Deep hem.

Colors: Navy Blue or Black.

Women's Size Range: 34, 36, 38, 40, 42, 44. State size, color; see Size Scale on opposite page.

◆31 H 5715—Shipping weight, 1 lb. 6 oz. . . . \$4.98

### Youthful Flattery of Lace

Cotton Lace Dress  
Rayon Taffeta Slip

**\$3.98**

Complete

Flower-patterned Cotton Lace dress with matching color Rayon Taffeta slip, saves you money—keeps you looking your youngest, prettiest! The roll collar joins an inset bodice trimmed with bright novelty buttons. Set-in waistline seems to melt away inches! Gored skirt flares gently. Self lace and Rayon Taffeta posy. A fascinating fashion, to lend an air of importance to all your dressy occasions!

Colors: Powder Blue, Pastel Beige, Cameo Pink or Navy. Women's Size Range: 34, 36, 38, 40, 42, 44. State size, color; see Size Scale, opposite page.

◆31 H 5717—Shipping weight, 1 lb. 6 oz. . . . \$3.98

### Full Length Coat With Dress

All Rayon  
Bemberg Crepe

**\$5.98**

Coat and dress ensemble! Each piece is complete in itself . . . together they make a double-header value in this nationally famous, soft sheer fabric. Sparkling white cotton pique wing-revers (detachable) cover self revers of the fitted-and-flared, full-length coat. The short-sleeved dress with white removable cotton pique at neckline brings women the youth and beauty they admire in misses' styles! Crown zip placket.

Colors: Navy, Clay Brown or Moss Green with White Monotone Print. Women's Size Range: 34, 36, 38, 40, 42, 44. State size, color; see Size Scale, opposite page.

◆31 H 5719—Shpg. wt., 1 lb. 10 oz. 2 Pieces . . . \$5.98

Garments on these two pages marked ◆ are shipped from New York. Send order to Sears nearest Mail Order House, or, for these garments alone, send to New York. You pay postage only from nearest Mail Order House. preceding first index page in back of the book.

○ X **PAGE 35 . WOMEN'S DRESSES**  
≠ **PAGE 37 . . . . WOMEN'S DRESSES**



# THESE CASUAL DRESSES CAPTURE

# Youth

Choose this Princess line style, a jacket dress . . . new two-color scheme or the shirtwaist classic. All favorites of Misses . . . All here in Women's Sizes, 34 to 44.



## Dress and Jacket

Crown Tested, All Rayon Crepe **\$398**  
2 Pcs.

The youthful jacket of this ensemble has the softly moulded silhouette and longer line that's so important this season. The dress is distinguished by its new 1941 epaulet shoulder yoke and prettily detailed neckline. Unbuttons to waist; the front of the skirt is pleated. A triumph of value and usefulness in this finest quality Crown Tested Rayon French-type Crepe. See small sketch for dress.

Colors: Navy Blue, Copen Blue or Persian Rose Grounds; each with White Monotone Print. Women's Size Range: 34, 36, 38, 40, 42, 44. State size, color; Size Scale, Page 34B. ♦ 31H5724-Shpg.wt., 1lb. 12oz. \$3.98

## Color Contrast

All Rayon Shantung **\$398**

Three things make this young dress new and exciting: the popular front-buttoned coat style . . . the fine Rayon fabric with 1941's new shantung texture . . . and its fashion-wise color-contrasts. Notched collar; graceful bell sleeves, flared skirt. Fine Rayon fabric; hand washable in Lux suds. Beauty and value . . . plus!

Colors: Clay Brown 668 with Pastel Beige 656; Cadet Blue 575 with Copen Blue 607; or Persian Rose 323 with White. Women's Size Range: 34, 36, 38, 40, 42, 44. State size, color; see Size Scale, Page 34B. Shipping weight, 1 pound 6 ounces. ♦ 31 H 5727 . . . . . \$3.98

## Classic Dress

Rayon French-type Crepe **\$298**

Newest young shirtwaist dress! Keeps the fine tailoring that won it such fame, and now adds soft feminine touches. Removable collar of daintily edged white cotton pique (self-fabric one beneath). Sparkly stud-type buttons from convertible collar to belt-line, and on mannish cuffs. Crisp pleats in skirt front. Shirred yoke back. Fine Crown-tested fabric (washes in Lux) and tiny new print add extra value to this dress.

Colors: Aqua Green, Gray, Copen, Navy; each with White Print. Women's Size Range: 34, 36, 38, 40, 42, 44. State size, color; Scale, Page 34B. ♦ 31H5730-Shpg.wt., 1lb. 4oz., \$2.98

← **\$398**  
Complete  
\$5.98  
Value

## Coat and Dress in Spun Rayon Sail-Along

The costume complete! A fitted, full-length coat, neatly patterned in white . . . over a wearable, useful young dress in pretty plain color. The dress has a flattering surplice bodice, the skirt is slightly flared. Fresh white cotton pique coat-collar whisks off for washing in gentle LUX. In this smart, nubby-textured Spun Rayon fabric, it's easily worth \$5.98.

Colors: Navy Coat with Copen Blue 607 Dress; Persian Rose with Sunset Rose 429; or Copen Blue with White. All Coats with pattern in White.

Women's Size Range: 34, 36, 38, 40, 42, 44. State size and color; see Size Scale on Page 34B. Shipping weight, coat and dress, 2 pounds.

♦ 31 H 5721 . . . . . Coat and Dress, \$3.98

Garments on these two pages marked with a ♦ shipped from New York. Order and pay postage from nearest Sears Mail Order House.





STYLES THAT SAY  
"YOU NEVER LOOKED

*Lovelier*"

These festive dresses and jacket frocks all have an air of youth . . . all especially cut and detailed to flatter women, sizes 34 to 44.



### Outstanding Buy

All Bemberg Rayon **\$2<sup>98</sup>**

Here's our best sheer Bemberg Rayon in a pretty, wearable monotone print dress! Soft, dressy, young details . . . set-in shoulder yoke with adjustable tie-neck, button trim; flared skirt. Hand washable—use quick, easy Lux flakes. Colors: Navy, Persian Rose, Copen, each with White print. Women's Size Range: 34, 36, 38, 40, 42, 44. State size, color; Scale on Page 34B. Shpg. wt., 1 lb. 2 oz. ♦ 31 H 5733 . . . \$2.98

### Dressy Costume

**\$4<sup>98</sup>**

Wonderful young wear-everywhere jacket dress in our best Rayon Crepe Serene! Separate jacket has removable white rayon bengaline collar, luxuriously trimmed with soutache braid over self-collar. Shirred at neck, waist; Crown zip placket (see small view). Colors: Navy, Black. Women's Size Range: 34, 36, 38, 40, 42, 44. State size, color; Scale, Page 34B. Shpg. wt., 1 lb. 10 oz. ♦ 31 H 5736—2 Pcs., \$4.98

### Dress Plus Bolero

Embroidered **\$6<sup>98</sup>**  
Dress-Top

Youthful ensemble; separate bolero goes with other things. Dress-top of our finest white eyelet embroidered cotton batiste, attached to gored skirt. Crown zip placket. Our best Celanese Rayon Crepe Romaine. Colors: Navy, Black or Persian Rose 323. Women's Size Range: 34, 36, 38, 40, 42, 44. State size, color; Size Scale, Page 34B. Shipping weight, 1 pound 10 oz. ♦ 31 H 5739—2 Pcs., \$6.98

### The Perfect Basic Dress; in 2 Remarkable Fabrics →

**\$4<sup>98</sup>** Eyelet Embroidered Rayon Jersey

**\$2<sup>98</sup>** Plain Color Rayon Crepe

High-style 1941 fabrics are eyelet-embroidered All Rayon Jersey . . . and smooth Rayon Crepe. Perfect fashion partner for each, is this wearable dress adaptable to accessory changes. Shoulder shirring releases soft fullness over bust; set-in yoke moulds hips; gored flare skirt. Women's Size Range: 34, 36, 38, 40, 42, 44. State size, color; see Size Scale, Page 34B. Shipping weight, each, 1 pound 6 ounces.

All Rayon Jersey; all over embroidered ♦ 31 H 5742—White, Black or Copen Blue . . . \$4.98

Our Fine Celanese Rayon Crepe Serene ♦ 31 H 5744—Navy Blue, Light Teal Blue 673 or Sunset Rose 429 . . . \$2.98

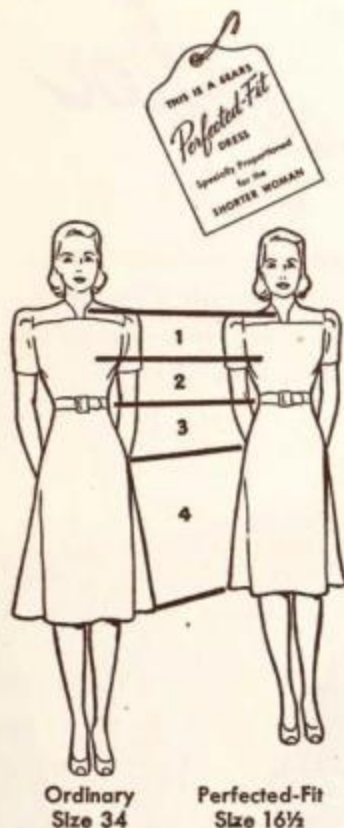
Numbers after color names refer to Sears Color-Graph preceding first Index Page in back of the book.





# Short Women Look TALLER and Smarter in These

We believe fashion is fit and fit is fashion. You can't have one without the other. The panel below shows you how cleverly proportioned, how scientifically cut, Perfected-Fit dresses are



• Sketch shows difference between ordinary sizes 34 to 44 and Perfected-Fit Sizes 16 1/2 to 26 1/2.

1 Distance from neck to bust in these dresses is less...

2 Distance from bust to waistline is less...

3 Distance from waistline to hips is less...

4 Distance from hip to hemline is less.

• Ordinary dress in Sizes 34 to 44, that are just cut off at the hemline for shorter women, will not fit through the bust, waist, and hips. They must be Proportioned at points 1, 2, 3, 4 as described above.



## MEASURE...to get a Good Fit!

If your height is 5 feet 3 inches or less, Sears-Roebuck Perfected-Fit Sizes for Shorter Women are for you. Use Size Scale below. Measure yourself each time you order. Page 26 explains how.

### Size Scale for Shorter Women's Dresses

Sizes: 16 1/2 18 1/2 20 1/2 22 1/2 24 1/2 26 1/2  
Bust: 35 37 39 41 43 45 in.  
Waist: 29 31 33 35 37 39 in.  
Hips: 39 1/2 41 1/2 43 1/2 45 1/2 47 1/2 49 1/2 in.  
Length: 41 1/2 42 42 1/2 43 43 1/2 44 in.

### MEASURE YOUR HEIGHT this way:

Take off your shoes. Stand against the wall and have someone else mark on the wall, the place where top of your head comes. Measure from this place to the floor, and you have your exact height. If it is 5 feet 3 inches, or less... these are the dresses for you!

## Our Best Rayon Crepes

**\$2.98** In Print  
Each or Plain

Perfect all-occasion dress... exceptional value. Tiny tucks at waist, pleats at the shoulder, make you look taller and prettier. The graceful gored skirt is slenderizing and easy to wear. Lovely pin at neck; three-quarter length sleeves. In two fine quality fabrics.

Perfected Fit Size Range: 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2, 26 1/2. State size and color; see Size Scale at left.

Colonese Rayon Crepe Serene—Plain Colors: Navy, Black, Persian Rose 323, or Light Teal Blue 673.

◆31H5750—Shpg. wt., 1 lb. 4 oz. \$2.98

Crown Tested Rayon French-type Crepe Hand washable in gentle Lux suds. Colors: Gray, Lt. Blue, Lt. Rose or White ground; each with colorful print. Shipping weight, 1 lb. 4 oz.

◆31H5753.....\$2.98

## Redingote Ensemble

**\$3.98** Big Value  
In Twin Prints

Impressive new redingote costume in a youthful polka dot, puts a coat of floating Rayon Chiffon over matching dotted slip of Crown Tested Rayon French-type Crepe. A talented team in our best quality fabrics. Coat is simple and distinguished with rayon grosgrain ribbon outline... fitted and flared. Its open-wide revers, flower-trimmed, and sleekly belted waistline are happy accompaniment to the slenderizing height-giving lines. Deep hem. A not-to-be-missed value... since you can wear coat over other dresses.

Colors: Navy, Moss Green or Clay Brown grounds; White dots.

Shorter Women's Size Range: 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2, 26 1/2. State size, color; Size Scale at left. Shipping weight, 1 pound 6 ounces.

◆31H5755.....\$3.98

## Flashing White Trim

**\$3.98** Rayon Crepe  
Romaine

Every shorter woman will want this wonderfully dressy new frock, sparkling with white eyelet embroidered cotton pique collar and cuffs, that come off easily for washing in gentle Lux suds. Self buttons trim the beautifully handled, tuck-trimmed bodice. Below a firmly belted waistline, sweeps a flaring skirt, for that coveted slim young look! Crown zip placket; deep hem. Our better quality Rayon Crepe Romaine; these noteworthy details are on a high-style level with \$5.98 dresses!

Colors: Navy, Black, Sunset Rose 429, or Aqua 675.

Shorter Women's Size Range: 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2, 26 1/2. State size, color; see Size Scale at extreme left. Shipping weight, 1 lb. 6 oz.

◆31H5760.....\$3.98



# Perfected Fit Dresses..Save Alteration

Sizes 16½ to 26½ fit, and flatter, women 5 feet, 3 in. . . or shorter. Belts never too wide; necks are becoming; and gored skirts add to your youth and height



## Woven-Stripe or Plain

**\$2.98** Spun Rayon  
Sail-Along

Strikingly simple young classic style . . . cleverly planned to make you look taller and slimmer! Has triple-decker pockets for prettiness; buttoned-front closing for easy dressing. Leather-like belt, youthful convertible collar, flaring gored skirt. Low-priced for all its fine workmanship and our good quality fabric . . . Spun Rayon Sail-Along.

**Shorter Women's Size Range:** 16½, 18½, 20½, 22½, 24½, 26½. **State size, color;** Scale, opp. page. Shipping weight, each, 1 pound 8 ounces.

◆ **31H5765—White Stripes** on Cadet Blue, Persian Rose or Clay Brown Grounds.

◆ **31H5768—Plain Colors:** Copen Blue 607, Sunset Rose 429; or Pastel Beige 656. . . . . **\$2.98**

## Flower-Patterned Lace

**\$3.98** With Rayon Taffeta  
Slip to Match

Infinitely feminine, delightfully flattering lace dress . . . designed with wise lines that give you youth, height, and slenderness. Its attractive neckline is caught by two glittering clips. Shoulders are deeply shirred, skirt is swirl-pleated all around! Underneath it all is its own swishy Rayon Taffeta slip! Our better quality, exquisitely patterned Cotton Lace—wears well, a true \$4.98 value!

**Colors:** Beige, Navy, Persian (Med.) Rose or Powder Blue. **Shorter Women's Size Range:** 16½, 18½, 20½, 22½, 24½, 26½. **State size, color;** Size Scale, opp. page. Shipping weight, 1 pound 8 ounces.

◆ **31 H 5770—Dress and Slip.** **\$3.98**

## Coat and Dress Ensemble

**\$4.98** Double Wear and  
A \$5.98 Value

Perfect pair . . . plain color coat over a demure young print dress. A practical, economical choice because they're smart worn together, or apart. Full-length, slenderizing coat is Celanese Rayon Pebble Crepe. Dress, with charming young neckline, pleated bodice and gored skirt. In Crown Tested Rayon French-type Crepe.

**Colors:** Navy Coat, Colorful Print on Navy Ground Dress; or Black Coat, Colorful Print on Aqua Ground Dress. **Shorter Women's Size Range:** 16½, 18½, 20½, 22½, 24½, 26½. **State size, color;** Size Scale on opposite page. Shipping weight, 1 pound 12 ounces.

◆ **31 H 5775 . . . . . 2 Pcs., \$4.98**

## Jacket and Dress Ensemble

**\$5.98** **\$3.98**

Plain Celanese Rayon Printed Rayon

New longer jacket with tiny tucks on pockets repeated on the stunning, complete dress beneath; gored skirt.

**Shorter Women's Size Range:** 16½, 18½, 20½, 22½, 24½, 26½. **State size, color;** Size Scale, opposite page.

**Our Best Celanese Rayon Crepe Romaine** Has removable white over-collared of rayon bengaline. Long-sleeved jacket. **Plain Colors:** Navy, Lt. Teal 673, Persian Rose 323. Shpg. wt., 1 lb. 8 oz.

◆ **31 H 5780 . . . . . 2 Pieces, \$5.98**

**Our Best Rayon French-type Crepe**

Short-sleeved jacket. Self collar.

**Colors:** Aqua, Navy or Clay Brown, each with White Monotone Print. Shipping weight, 1 pound 8 ounces.

◆ **31 H 5783 . . . . . 2 Pieces, \$3.98**

Garments on these two pages marked ◆, shipped from New York. Order, pay postage from Sears nearest Mail Order House. Color numbers refer to Color-Graph preceding first Index Page in back of book.



# Sears-Savers in Rayons

BARGAIN DRESSES IN MISSES' SIZES 12 TO 20

**\$1.98** Each  
Any 2 For **\$3.89**  
~~\$2.98~~ Value

Two pages of the Season's winners.  
Snap plackets, deep hems on all.  
Many are hand-washable in LUX.



## All Rayon Sharkskin

A first-rank fashion fabric, crisp cool Rayon Sharkskin, is chosen for this outstanding style . . . and then priced surprisingly low! This nicely tailored dress has royal blue stitching for smart contrast, a handsome eagle emblem on the pocket, and patent leather-like belt. Concealed button-front closing, easy to slip on; convertible neck. Hand washable in Lux flakes.

**Misses' Size Range:** 12, 14, 16, 18, 20 only. **State size;** see Size Scale on Page 31. Shipping weight, 1 pound 2 ounces.

♦7 H 7049—White only. **\$1.98**

## Rayon French-Type Crepe

Our good quality Rayon French-type Crepe in a vivid new print; hand washable in Lux. This appealing, young dress has a becoming neckline and high, slimming waistline. Belt buckles in back; has bow in front. Swirling skirt is smartly gored. For these details and quality fabric, you'd expect to pay more than Sears low price!

**Colors:** Navy Blue, Aqua Blue or Rose grounds, with Paisley Print. **Misses' Size Range:** 12, 14, 16, 18, 20 only. **State size, color;** Scale, Pg. 31. Shpg. wt., 1 lb. 2 oz.

♦7 H 7046. **\$1.98**



Rayon French-Type Crepe



## Blossom Print

Wear-everywhere dress . . . with pretty details that look more expensive than this tiny price! It's our fine quality Rayon French-type Crepe; hand washable in Lux. Heart-shaped neckline; draped folds over bodice, which buttons to waist. Smart unpressed pleats in skirt front, for a youthful flare.

**Colors:** Navy, Rose or Copen Blue Grounds. **Misses' Size Range:** 12, 14, 16, 18, 20 only. **State size, color;** see Size Scale on Page 31. Shipping weight, 1 pound 2 ounces.

♦7 H 7052. **\$1.98**

## Dirndl Success!

Stripes are wisely used to set off this young dress! Hi-round girlish neckline, flap pocket-effects and puffy sleeves are flatterers! Full gathered skirt is shirred on a sleek midriff. Dress buttons to waist in back. Hand-washable Crown Tested Spun Rayon in Spring colors or Summer white.

**Colors:** Royal Blue-and-White; Green-and-White; or White-and-Red Stripes. **Misses' Size Range:** 12, 14, 16, 18 only. **State size, color;** Scale, Pg. 31. Shpg. wt., 1 lb. 2 oz.

♦7 H 7055. **\$1.98**



Crown-Tested Spun Rayon 12 to 18 Only

All Rayon Bemberg or Plain Granitspun



## Print or Plain

Sensation-value dress in two remarkable fabrics! A perfect dressy young style perked up with removable white organdy bows. Deeply shirred shoulders, full gored skirt. Belt ties in front.

**Misses' Size Range:** 12, 14, 16, 18, 20 only. **State size, color;** scale, Page 31. Shipping weight, ea., 1 lb. 2 oz.

**All Rayon Bemberg Print** Seldom under \$2.98. ♦7 H 7058—Navy, Rose or Moss Green Grd.; White Print. **\$1.98**  
**Granitspun Rayon—Plain** A Sears-exclusive fabric! ♦7 H 7059—Navy only. **\$1.98**



# Success Styles AT BUDGET PRICES

MISSES' SIZES 14 TO 20; WOMEN'S SIZES 40 TO 44

**\$1.98** Any 2 For  
Each **\$3.89**  
~~\$2.98~~ Value

Buy your whole wardrobe from this fashion parade of fine-value dresses! Sears Easy Terms are available; see Inside Back Cover for details!



Spun Rayon  
Rambeline



Granitspun  
Rayon



Rayon  
French-Type  
Crepe



Granitspun  
Rayon



Spun Rayon  
Rambeline

## Stars and Stripes

Most-wanted classic in the most-wanted stripe! Our smart, shantung-textured Spun Rayon Rambeline. Hand-washable; use Lux. Open neckline; peaked lapels, star buttons to waist. Full, gored skirt. Patent leather-like belt.

Colors: Dark Copen-and-White; Brown-and-White; Rose-and-White Stripes.

Misses' Size Range: 14, 16, 18, 20 only. Scale, Page 31. Women's Size Range: 40, 42, 44 only. Scale, Page 34B. State size, color. Shipping weight, 1 pound 2 ounces.

♦7 H 7067..... \$1.98

## Sears Own Fabric

This smart button-front dress is wonderfully young and wearable. Its fresh white removable cotton pique collar and cuffs are cotton lace edged. The skirt is gored and flared for fashion's favor! Our exclusive Granitspun Rayon, in lovely plain colors; smart and slenderizing.

Misses' Size Range: 14, 16, 18, 20 only. Size Scale, Page 31. Women's Size Range: 40, 42, 44 only. Size Scale, Page 34B. State size, color. Shipping weight, 1 pound 2 ounces.

♦7 H 7070-Navy or Black..... \$1.98

## Redingote Lines

An unusual scroll pattern print, in this smart redingote-effect dress! Covered buttons and kick pleat are in blending plain color. Shirred sleeves; tie-front sash. Skirt gored in back; unpressed pleats in front. In good quality Rayon French-type Crepe.

Colors: Navy or Rose Grounds, White Print.

Misses' Size Range: 14, 16, 18, 20 only. Scale, Page 31. Women's Size Range: 40, 42, 44 only. Scale, Page 34B. State size, color. Shipping weight, 1 pound 2 ounces.

♦7 H 7073..... \$1.98

## Granitspun Rayon

An utterly simple dress—all grace of line and lovely fit! Perfect setting for accessory changes! Deeply shirred shoulder yoke sets off a young "bejeweled" neckline. Buckle belt nips flaring skirt! Sears exclusive richly textured Granitspun . . . resists sagging.

Colors: Navy, Sunset Rose 429 or Aqua 675.

Misses' Size Range: 14, 16, 18, 20 only. Scale, Page 31. Women's Size Range: 40, 42, 44. State size, color; see Size Scale on Page 34B. Shipping weight, 1 lb. 2 oz.

♦7 H 7076..... \$1.98

*Aime Williams*  
Style Adviser to the Nation

Chooses this bargain-beauty for you and has it made up in 3 size ranges. For MISSES . . . for WOMEN . . . and for SHORTER WOMEN

## Spun Rayon Rambeline

1941's prize shantung-textured casual dress! Fly-front effect; bow-trimmed bodice; unpressed pleated skirt! Convertible collar; leather-like belt. Hand-washable in Lux. Colors: Copen, Rose or Lt. Teal Grounds; White Print. Misses' Size Range: 14, 16, 18, 20 only. Scale, Page 31. Women's Size Range: 40, 42, 44 only. Scale, Page 34B. Shorter Women's Size Range: 16½, 18½, 20½, 22½, 24½, 26½. State size, color; See Size Scale on Page 38.

♦7 H 7079—Shpg. wt., 1 lb. 2 oz., \$1.98

Garments on these two pages marked with a ♦ are shipped from New York. Order and pay postage from Sears nearest Mail Order House. Color numbers refer to Color-Graph preceding first Index Page in back of book.

≠ PAGE 41..... DRESSES



# BARGAIN UNIFORMS

NOW GUARANTEED\*  
TO WEAR 8 MONTHS

- For waitresses... beauticians... homeworkees...and housewives
- All these fabrics are washfast
- Full cut and sturdily stitched
- Quality buttons... Quality trims
- Super VALUE and super WEAR

## \* Guarantee

You must be completely satisfied with the wearing qualities of this uniform... or we will replace it without charge if returned with Guarantee Bond within 8 months of date of purchase.



**89c** Misses' and Women's Sizes **\$1.00** Stout Sizes

Our lowest priced uniform... a value! Our better washfast Cotton Linene. Colors: Uniform Blue 561, Apple Green 711 or Nuberry Wine 421. State size, color. Shpg. wt., ea., 1 lb.

**27 H 9781**—Misses' Size Range: 14, 16, 18, 20 only; Size Scale below. Women's Size Range: 40, 42, 44 only; Size Scale, Page 49. Ea., **89c**  
**27 H 9782**—Stout Size Range: 45, 47, 49, 51, 53 only; Size Scale, Page 67. Ea., **\$1.00**

**\$1.00** Misses' and Women's Sizes

Slenderizing uniform; yoke back, buttoned front, removable fresh water pearl buttons. Better washfast Percale.

Colors: Navy-and-White or Wine-and-White Stripes; White collar and cuffs.

Misses' Size Range: 14, 16, 18, 20 only; Size Scale below.

Women's Size Range: 40, 42, 44 only; see Size Scale on Page 49. State size and color. Shipping weight, 1 pound.

**27 H 9785**.....Each, **\$1.00**

**\$1.00** Misses' and Women's Sizes

Zip-closed Uniform with white ric-rac trim, and sun-ray tucked bodice. Detachable belt. Our better quality washfast Cotton Broadcloth.

Colors: Uniform Blue 561, Apple Green 711, or White.

Misses' Size Range: 14, 16, 18, 20 only; Size Scale below.

Women's Size Range: 40, 42, 44 only; see Size Scale on Page 49. State size and color. Shipping weight, 1 pound.

**27 H 9700**.....Each, **\$1.00**

## Famous Bargain Uniform Value and Variety

**\$1.00** Each Choice of Three Washfast Fabrics Misses' and Women's Sizes

- All White, Plain Colors or Gay Checks
- It buttons all the way down the front
- Button cuff long sleeves or short sleeves

In each of its many splendid fabrics and colors, this uniform is well made, professionally styled, and cut to slenderize. Twelve rows of fine tucks run from yoke to hem. The buttoned front closing makes it easy to slip on and off; easy to launder. Ocean pearl buttons are removable. Separate belt; roomy pocket.

Misses' Size Range: 14, 16, 18, 20 only; Scale below.  
Women's Size Range: 40, 42, 44 only; Size Scale, Page 49. State size, color. Shipping weight, each, 1 pound.

### Our Better Quality Cotton Poplin

All White. Pre-shrunk (max. shrink. only 3%). Washfast.  
**27 H 9775**—Long Sleeves, button cuffs.  
**27 H 9776**—Short Sleeves.....**\$1.00**

### Vat-dyed Cotton Poplin—Plain Colors

Pre-shrunk (max. fabric shrink. only 3%). Long-wearing. Laundered easily and well. Colors: Uniform Blue 561 or Apple Green 711, each with White collar, cuffs.  
**27 H 9777**—Short Sleeves only.....**\$1.00**

### Loomtex Percale—In Printed Checks

Our better quality. Washfast. Laundered well. Colors: Blue-and-White or Wine-and-White checks, each with White collar and cuffs.  
**27 H 9778**—Short Sleeves only.....**\$1.00**

### Misses' Size Scale

Measure to get a good fit. Read Page 26 before ordering. Note: Not all garments come in all the sizes listed below. See each description for the size you want.

Size:	12	14	16	18	20	22
Bust:	30	32	34	36	38	40 in.
Waist:	24	26	28	30	32	34 in.
Hips:	33	35	37	39	41	43 in.
Length:	42	42½	43½	44	44½	45 in.



**\$1.19** In Sizes for Misses

Youthful Uniform in Princess style! It buttons from neck to hem, has smart bodice fullness and flattering six-gored skirt. Dainty white ric-rac trim; tie-back sash slims your waistline. Novelty pockets. Our better quality Cotton Poplin; pre-shrunk (maximum shrinkage 3%). Vat-dyed washfast colors. Colors: White, Uniform Blue 561 or Apple Green 711.

Misses' Size Range: 12, 14, 16, 18, 20, 22. State size, color; Size Scale at left. Shipping weight, 1 pound.  
**27 H 9780**—Each.....**\$1.19**

**\$1.19** Misses' and Women's Sizes

This neatly tailored uniform brings you smart style and rich quality at a spectacular value! A 17-inch zip-closing fastens the front; dainty tucking on bodice, collar and pocket. Our better quality Cotton Poplin; washfast, pre-shrunk (max. shrinkage 3%). Colors: White, Uniform Blue 561 or Apple Green 711. Misses' Size Range: 12, 14, 16, 18, 20 only; Scale at left. Women's Size Range: 40, 42, 44 only; Scale, Page 49. State size, color.

**27 H 9784**—Shpg.wt., 1 lb.**\$1.19**

Color numbers refer to Color-Graph preceding first Index Page in back of book. For Nurses' Oxfords and White Hosiery, see Index.





**\$1.98** Misses', Women's Sizes  
Ea. 2 for \$3.89

Front-buttoned uniform; belt set in at back. 3-in. hem. Better Cotton Poplin, Sanforized-Shrunk (max. shrinkage 1%). Misses' Size Range: 14, 16, 18, 20 only; Size Scale, opposite page. Women's Size Range: 40, 42, 44 only; Scale, Page 49. State size, color. Shpg. wt., ea., 1 lb. 4 oz. 27 H 9670—Long Sleeves. White only. 27 H 9671—Short Sleeves. White only. 27 H 9672—Short Sleeves. Colors: Blue 561, Apple Green 711, Fuchsia Pink 470; White collar, cuffs. Each.....\$1.98;.....2 for \$3.89

**\$1.98** Misses', Women's Sizes  
Ea. 2 for \$3.89

Princess-style uniform, with six slimming gores; 20-inch Crown zip, 3-in. hem. Separate belt. Our better quality Cotton Poplin; Sanforized-Shrunk (max. shrinkage 1%). Colors: Blue 561, Green 711, Fuchsia Pink 470, each with White trim; also All White. Misses' Size Range: 12, 14, 16, 18, 20 only; Size Scale, opposite page. Women's Size Range: 40, 42, 44 only; see Size Scale, Page 49. State size, color. Shipping weight, each, 1 lb. 4 oz. 27 H 9648—\$1.98 Each; 2 for \$3.89



**\$1.98** Three Size Ranges  
Ea. 2 for \$3.89

Laboratory-type uniform, slips on like a coat. Half-belt buttons in back. Our better quality washfast Cotton Poplin; Sanforized-Shrunk (max. shrinkage 1%). Colors: White, Uniform Blue 561, or Green 711. Misses' Size Range: 12, 14, 16, 18, 20 only; Size Scale, opposite page. Women's Size Range: 40, 42, 44 only; Size Scale, Page 49. Stout Size Range: 45, 47, 49, 51, 53 only; Size Scale, Page 67. State size, color. Shpg. wt., ea., 1 lb. 4 oz. 27 H 9685—Each...\$1.98;...2 for \$3.89

**\$1.98** Cotton Poplin **\$2.89** Two-ply Poplin **\$2.98** Rayon Sharkskin

Princess style; gored skirt, separate belt. 20-in. Crown zip; 3-in. hem. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size; Scale, opp. page. Shpg. wt., ea., 1 lb. 4 oz. Our Better Cotton Poplin—White. Sanforized-Shrunk (max. shrinkage 1%). 27 H 9679—Long Sleeves {Ea. \$1.98 27 H 9680—Short Sleeves. {2 for \$3.89 Our Best 2-Ply Cotton Poplin—White. Sanforized (max. shrink. 1%). Sturdy weight gives extra wear; lustrous finish. 27 H 9681—Long Sleeves 27 H 9682—Short Sleeves.. Each \$2.89 Our Best All Rayon Sharkskin—White. (Not Sanforized or guaranteed). 27 H 9683—Long Sleeves 27 H 9684—Short sleeves... Each \$2.98

Save 50¢ to \$1.00 on  
SEARS PROFESSIONAL

# Quality Uniforms

SANFORIZED COTTON POPLINS

Max. Fabric Shrinkage 1%

\***GUARANTEED TO WEAR 1 YEAR**

- For nurses, dentists' or doctors' helpers, laboratory workers and dieticians...
- Cut to combine comfort and style
- All have self-fabric arm shields
- All long sleeves are surgical type
- Important seams are double stitched
- Removable Ocean Pearl buttons...

**5%**  
Reduction  
on orders of  
6 or more  
Uniforms

## \* Guarantee

You must be completely satisfied with the wear of this uniform...or we will replace it without charge if returned with Guarantee Bond within one year of date of purchase

## Miss America

Nurses' Cap  
**25¢**

Endorsed by Anne Williams and...  
Approved by America's "Women in White"

Misses' and Women's Sizes. Famous for its superb fit, wonderful style, quality details... in three fine fabrics. Convertible collar. 3-inch hem, smart tucking. Trim set-in belt. Free-stride gored skirt. Misses' Size Range: 12, 14, 16, 18, 20 only; see Size Scale, opposite page. Women's Size Range: 40, 42, 44 only; see Size Scale, Page 49. State size and color. Shpg. wt., each, 1 lb. 4 oz.

Our Better Quality **\$1.98** 2 for  
Cotton Poplin Ea. \$3.89

A quality fabric; wears and washes well. Sanforized-Shrunk (maximum fabric shrinkage 1%). In White Only.

27 H 9677—Long Surgical-type Sleeves  
27 H 9678—Short Sleeves  
Each, \$1.98.....2 for \$3.89

Plain Colors: Uniform Blue 561 or Apple Green 711; White Collar and cuffs. Short Sleeves only.  
27 H 9664.....Each, \$1.98.....2 for \$3.89

Our Best Quality **\$2.89**  
2-Ply Cotton Poplin

Sturdy weight gives extra wear. Sanforized-Shrunk (maximum fabric shrinkage 1%). Has lustrous finish. Laundered beautifully. In White Only.

27 H 9666—Long Surgical-type Sleeves  
27 H 9667—Short Sleeves.....Each \$2.89

Our Better Quality **\$2.98**  
Rayon Sharkskin

Smooth, crisp, dressy uniform in White only. (Not Sanforized or guaranteed).

27 H 9668—Long Surgical-type Sleeves.  
27 H 9669—Short Sleeves.....Each.....\$2.98

(A) Cap—better quality White Cotton Nurses' Cloth. One Size—fits every headsize. White only. Shipping weight, each, 3 ounces; three, 8 ounces. 27 H 9622—Each 25¢;.....3 for 69¢

Be sure to state uniform size—check with the description to make sure that the garment you order comes in the size you want.





# Popular Fashions in Rayon

STYLED FOR HOME OR STREET... WORTH \$1.98

Smartest, best-liked Spun Rayons  
.. Tremendous Value in Every Dress!

SEARS PRICE

**\$1.39**  
Each

- Every fabric and color is hand-washable
- Important seams pinked
- Styled to launder very easily and iron quickly
- Each dress is cut to a figure-fit pattern, neatly sewn and finished



Misses' Sizes  
12 to 20

Juniors' Sizes  
11 to 17

Misses' Sizes  
12 to 20

Misses' Sizes  
12 to 20

## Floral Print

Smart shirtwaist frock for home, street, general all 'round wear! Our better hand-washable Crown Tested All Spun Rayon in a dainty, delicately colored spring flower print. Plenty of expensive-looking details... fine shoulder tucking, soft open neck collar, four stitched patch pockets, patent leather-like belt.

**Misses' Size Range:** 12, 14, 16, 18, 20 only.  
**State size;** see Size Scale on Page 41A. Shipping weight, each, 14 ounces.

**27 H 8800—Aqua Green Ground, Floral Print.**

**27 H 8801—Light Brown Ground, Floral Print.** **\$1.39**

## Daisy Applique

Just for Juniors... this important fashion of color contrast in an adorably young style—white pique daisies appliqued on dark colors. Perfect for work, for street. Crown zip closed neckline. Slim, figure-flattering midriff. Tie back sash. Our better quality hand-washable Crown Tested All Spun Rayon.

**Juniors' Size (Not Age) Range:** 11, 13, 15, 17.  
**State size;** see Size Scale at right. Shipping weight, 1 pound.

**27 H 8802—Navy with White Trim.**

**27 H 8803—Dark Brown 221 with White Trim.** **\$1.39**

## 2-Way Stripes

New crossbar print in your favorite shirtwaist style dress. There's lots of swing and awish in the full flared skirt—flattery in the crisp young style. Trimmed with white pique collar and cuffs, bright Red buttons and a wide, leather-like belt. Made of our better quality hand-washable Crown Tested All Spun Rayon.

**Color:** Navy and White Crossbar Print.  
**Misses' Size Range:** 12, 14, 16, 18, 20 only.

**State size;** see Misses' Size Scale on Page 41A. Shipping weight, each, 14 ounces.

**27 H 8806** **\$1.39**

## Lace-Trimmed

Perfect dressy type in a young flower print... a success fashion! Right for special occasions or all day wear at home. Lace daisies outline the neck and figure moulding bodice. Soft shoulder shirring. New front pleated skirt. Tie-back belt. Our better quality hand-washable Crown Tested All Spun Rayon.

**Misses' Size Range:** 12, 14, 16, 18, 20 only.  
**State size;** see Size Scale on Page 41A. Shipping weight, each, 14 ounces.

**27 H 8804—Copen Blue Ground with Floral Print.**

**27 H 8805—Rose Ground with Floral Print.** Each **\$1.39**



Misses' and  
Women's Sizes

## Twin Print Dots

**(A)** This button front dress combines the new twin-print dot fashion with a figure-flattering style! A perfect dress for all-day wear. Soft shirring at waistline. Full skirt. Our better quality washfast All Spun Rayon, Crown Tested for wearing satisfaction.

**Misses' Size Range:** 16, 18, 20 only; see Size Scale, Page 41A. **Women's Size Range:** 40, 42, 44 only; Size Scale on Page 49. **State size.** Shipping weight, each, 1 pound.

**27 H 8808—Navy and White Twin Print Dot.**

**27 H 8809—Wine and White Twin Print Dot.** Each **\$1.39**

## Slimming Novelty Stripes

**(B)** Slender surplice dress in a pretty novelty stripe that flatters a woman's figure. It's a perfect style for home or street. Shirred shoulders, front pleats in skirt. Our better quality hand-washable Crown Tested All Spun Rayon.

**Misses' Size Range:** 16, 18, 20 only; see Size Scale on Page 41A.

**Women's Size Range:** 40, 42, 44 only; see Size Scale on Page 49. **State size and color.** Shipping weight, each, 14 ounces.

**27 H 8810—Green with Novelty Stripes.**

**27 H 8811—Copen Blue with Novelty Stripes.** Each **\$1.39**

## Measure to get a good fit

Be sure to state size—check with the description to make sure that the garment you order comes in the size you want. Page 26 explains the quickest and best way to use Size Scale below. Read page 26 before ordering!

Junior Size Scale			
Size: .....	11	13	15
Bust: .....	29	31	33
Waist: .....	24	25½	26½
Hips: .....	32½	34½	36½
Dress Length: .....	40½	41½	42





# "WE WANT QUALITY DRESSES IN Sanforized-Shrunk Cottons"

... American women told Sears-Roebuck.  
So we made them 6 winners, shown here,  
then added extra value to every dress!

SEARS PRICE

**\$1.39**  
Each

Misses' and  
Women's Sizes  
\$1.98 Value

- Sanforized-Shrunk (maximum fabric shrinkage, 1%)
- Colors and styles are all smart and practical
- Easy to wash and iron
- Easy to put on, take off



(B)  
Misses' and  
Women's  
Sizes



Women's Sizes

Also  
Stout Sizes **\$1.59**  
Each

See Sears Easy Terms  
on Inside Back Cover

(A) **SLENDERIZING SHIRTWAIST** style ... this trim flatterer in crisp candy stripes! And it comes in two fine Cotton fabrics! Has convertible collar, and buttons from neck to hem in coat-style closing. Shirred yoke back. Simulated leather belt. A great Sears-Roebuck value!

Women's Size Range: 34, 36, 38, 40, 42, 44.  
Stout Size Range: 45, 47, 49, 51, 53 only. State size, color; Size Scales, Pg. 67. Shpg. wt., ea., 14 oz.

Washfast Cotton Pique, (illustrated above) Sanforized-Shrunk (max. shrink. 1%). Colors: Red or Sailor Blue, with White Stripes.

27 H 9330—Women's Sizes in Colors above. \$1.39

27 H 9331—Stout Sizes in Colors above. \$1.59

Striped Cotton Seersucker, (see swatch (C) below).  
27 H 9284—Washfast, not Sanforized. Women's Sizes in Blue-and-Gray, Green-and-Brown, or Red-White-Blue. \$1.39  
27 H 9315—Stout Sizes in Red-White-and-Blue or Green-and-Brown Stripes. \$1.59

(B) **FLATTERING PRINCESS** lines make this flower print dress a fashion winner! Trimmed with colorful, contrasting corded piping. 18-inch Crown zipper closing down the front. Kick pleat for extra freedom. Tie-back sash. Gathered yoke. 2-inch hem. Our better quality washfast, Sanforized-Shrunk Cotton Poplin (max. shrinkage 1%).

Colors: Dark Copen or Rose Grounds. Misses' Size Range: 14, 16, 18, 20 only. Size Scale, Page 41A. Women's Size Range: 40, 42, 44 only; Size Scale on Page 49. State size and color.

27 H 9329—Shpg. wt., each, 1 lb. \$1.39



(C) Seersucker (Not Sanforized)



(B) Poplin



(E) Poplin



(F) Linen-like Texture



(G) Pique

Misses' and  
Women's Sizes (E)

Order Your Regular Size ... Make No Allowance. Sears Cottons Are Full Cut

(E) **BUTTON-FRONT** dress. Shutter pleats. Convertible collar. Fine quality washfast Cotton Poplin, Sanforized-Shrunk (max. shrinkage 1%). Colors: Teal-and-Wine or Sailor Blue-and-Navy Dotted Stripes. Misses' Size Range: 14, 16, 18, 20 only. Size Pg. 41A. Women's Size Range: 40, 42, 44 only. State size, color. Shpg. wt., 1 lb. 27 H 9325..... \$1.39

(F) **FULL-SKIRTED** shirtwaist dress, buttoned bodice, set-in waistband. Better washfast Sanforized Cotton with new linen-like texture. Sanforized-Shrunk (max. shrinkage 1%). Colors: Rose or Aqua Green ground prints. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color. See Size Scale, Page 41A. Shpg. wt., 14 oz. 27 H 9326..... \$1.39

(G) **SMART PIQUE**, in button front style. Well-made; low-priced! White eyelet pique collar, cuffs. Better quality mercerized Cotton Pique, Sanforized-Shrunk (max. shrinkage 1%). Colors: Sky Blue, Rose Pink 401 or White; White Collar, Cuffs. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size, color; Scale, Page 41A. Shipping weight, 14 oz. 27 H 9328..... \$1.39

**JUST FOR JUNIORS**—Full-skirted, printed frock with slim-fitted waist! Zips down back from neck to hips. Our better quality washfast Slub Cotton Poplin, Sanforized-Shrunk (max. shrinkage 1%). Colors: Multicolor Dot, White ground. Juniors' Size (Not Age) Range: 11, 13, 15, 17 only. State size; Size Scale, Page 42. Shpg. wt., 14 oz. 27 H 9327..... \$1.39



Juniors' Sizes  
11 to 17





**SAILOR - SWING,**  
Junior favorite! Middy  
collar, nautical details,  
whirling skirt. Many  
rows of contrasting  
binding. Big value—  
see reasons at right.  
Our finer quality wash-  
fast Percale.

**Juniors' Size Range:**  
11, 13, 15, 17.

**State size;** Size Scale,  
Page 42. Shipping  
weight, each, 10 oz.

**27 H 8826—Star Print**  
on Red

**27 H 8827—Plain**  
Navy (see  
small  
sketch) **\$1.00**



2 PAGES OF AMERICA'S

# BIGGEST DOLLAR VALUES

## Susan Sears Cottons

Fresh, Young, Day-Long Dresses for Juniors, Misses, Women . .

Styles for Home or Street Wear . . Fine Fabrics, Well Made

**SIX REASONS** why these are a great buy:

- Full skirts are gathered, pleated or gored
- Fine details; real buttonholes, good pockets
- All seams firmly sewn; important ones pinked
- Cool, fresh, better quality washfast fabrics
- Lovely choice of plain colors or new prints
- All easy to wash and iron; without fussy trim

**\$1.00**  
Each  
~~\$1.49~~ Value

**2 for \$1.89**

The Five Dresses on This Page  
Come in Juniors' Sizes  
(not age) 11 to 17  
See Size Scale, Page 42.



**OUR PRETTIEST PLAID** for  
Juniors! Wonder-value; see  
reasons above! Novelty braid  
edges collar and sleeves. Bet-  
ter quality washfast Percale.  
**Juniors' Size Range:** 11, 13,  
15, 17. **State size;** see Size  
Scale, Page 42. Shpg. wt. 10 oz.  
**27 H 8824—Red, White**  
and Blue Plaid.....**\$1.00**



**STRIPED TWO-PIECE** suit for Jun-  
iors. Double-breasted jacket, buckle-  
back belt; full-gored skirt. Wear to-  
gether, or separately with other  
things. Great value for reasons above!  
Our finer quality washfast Percale.  
**Juniors' Size Range:** 11, 13, 15, 17.  
**State size;** see Size Scale, Page 42.  
Shipping weight, 10 ounces.  
**27 H 8820—Red and White Stripes.**  
**27 H 8821—Navy and White**  
Stripes. .... 2 Pieces **\$1.00**

**MOTHER-AND-DAUGHTER** sizes in  
this 2-piece jumper dress. (Daughter's on  
Page 228, letter A). Wear it without  
blouse; wear with other blouses. Big  
value—see reasons above! Two finer  
quality washfast fabrics.  
**Juniors' Size Range:** 11, 13, 15, 17.  
**State size;** see Size Scale on Page 42.  
Shipping weight, each, 12 ounces.

**27 H 8815—Cotton Linene;** Navy-and-  
White Checks; Red Blouse. 2 Pieces.

**27 H 8816—Percale;** Red-White-  
Blue Stripes; Blue Blouse. 2-Pcs. **\$1.00**

**BOW CHARMER**—Juniors love  
it! Bright plaid collar, bow, piping!  
Slim princess lines, tie-back belt.  
Button front opens to hips. Big  
value—see reasons above. Made of  
our finer quality washfast Cotton  
Broadcloth.

**Juniors' Size Range:** 11, 13, 15, 17.  
**State size;** see Size Scale, Page 42.  
Shipping weight, each, 10 ounces.

**27 H 8822—Plain Blue**  
**27 H 8823—Apple Green** 711. **\$1.00**